



Best Practices for Maximizing the Customer Experience

Your customers expect a superior service experience—one that prioritizes personalization and caters to their every convenience. Follow these best practices to increase retention, boost satisfaction, and maximize your customers' experience.

Simplify the Appointment Process

- Limit the number of service options on your website to show only the most frequently scheduled services.
- Offer various transportation options—be more than a drop-off service department.
- Send confirmations and appointment notifications via text, phone call, and email.

Ensure Efficient Customer Greeting and Check-In

- Customize the self check-in process with the help of a tablet.
- Greet customers by name and confirm that their contact information is current.
- Do a visual walkaround to capture damages, present menus and review services, and capture signatures.

Keep Customers in the Know

- Open the lines of communication by downloading the Xtime mobile app.
- Enable "User Settings" in Schedule to receive text notifications.
- Notify customers via text message once a repair order is created.

Present Additional Recommendations Effectively

- Build trust by including a multipoint inspection video on every repair order.
- Send service recommendation quotes via email and text with related media attachments.
 - Follow up with a personalized text message and call the customer after 10–15 minutes if no response is received.
- Confirm customer responses and set expectations about progress updates.
- Attach the green multipoint inspection video to the repair order and automatically notify customers via text/email when no repairs are needed.

Close with a Lasting Impression

- Send notifications via email or text and enable your customers to pay from their mobile devices.
- Leverage Xtime's partnership with FlexPay to simplify customer payments and increase revenue.
- Utilize the "Leads" tool in Schedule to pre-schedule future appointments.
- Follow up the next day with automated emails and texts to find out about each customers' experience.

Keep in Close Contact With Your Customers

- Utilize Xtime Invite to target declined service customers and send special offers.
- Follow up within 72 hours of a declined service, then again in 14 days.
- Automate service reminder calls and emails for future appointments.
- Place a QR code on your oil change reminder stickers that links directly to your website scheduler, so customers can scan it to schedule their next service appointment.
- Offer incentives for prescheduled service appointments made in-store or online.

