

**Concept type**  
Corporate SMS

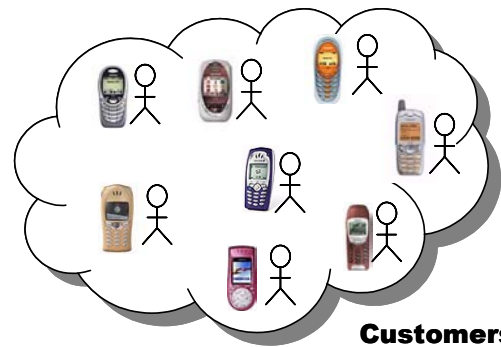
**Business Sector**  
Car repair/ service

**Date**  
June 2003

## Car repair shops



**Car repair shop**

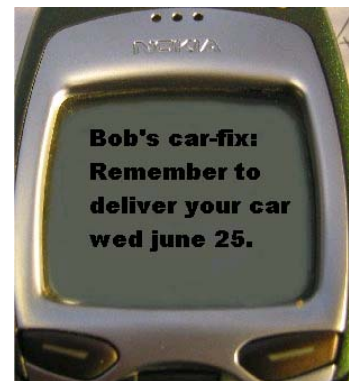


**Customers**

### Service messages

To avoid customers not showing up, the car repair shop can send their customers an SMS reminder the day before or a couple of hours before the appointment.

The car repair shop can also send an SMS when car is ready, for example:  
“We are finished with your car. Total cost is \$600.



### Scheduled messages

The customer can receive a personal reminder on fixed intervals. For example:

“It's 2 months since your last visit. Maybe it's time for oil change. Respond 'OK' to get a time suggestion”.

### “Last minute”

To utilize free capacity among the mechanics, it's possible to have a “last minute” service. People, who are on this list, can get a “last minute” offer – a fine discount in trade for acting fast. For example: “This week's offer: Full car service on Friday. Only \$450. Normal price: \$600. Respond “OK” to make a reservation.

