



*For Immediate Release*

**Contact:**

Jill Schafer  
Mitchell 1  
858-391-5251  
[Jill.Schafer@mitchell1.com](mailto:Jill.Schafer@mitchell1.com)

Lynn Konsbruck  
Maximum Marketing Services  
312-768-7362  
[lkonsbruck@maxmarketing.com](mailto:lkonsbruck@maxmarketing.com)

## Mitchell 1 SocialCRM Marketing Service Offers Online Appointment Request Feature

**POWAY, Calif., Dec 9, 2019** – The Mitchell 1 SocialCRM [auto shop marketing](#) service is offering a new [online appointment](#) feature that will make it more convenient for consumers and auto repair shops to schedule appointments for auto repair and maintenance services.

The feature is integrated with the Manager™ SE [shop management system](#) and allows consumers to request an appointment directly on the shop's website or from an email sent from the shop. The request is automatically delivered to the shop's Manager SE system with an alert that a request has arrived. The shop can then review the request and accept or decline based upon availability. When accepted, the confirmed request is added to the shop's schedule and the system automatically sends a text or email to the consumer to verify the appointment. The new feature is now included with all SocialCRM subscriptions.

“We are delighted to offer this service that not only makes it very convenient for consumers to book appointments, but also helps shops manage their schedules more efficiently, while helping ensure their bays stay full,” said Marcus Mackell, marketing manager for Mitchell 1, SocialCRM. “The online appointments feature is the next step in tightening the integration between the SocialCRM and Manager SE systems to increase efficiency and opportunities to engage customers.”

Mitchell 1's SocialCRM auto repair marketing service with [LocalSearch](#) provides a comprehensive program to attract and retain customers. With automated marketing messages, verified customer reviews, social media content, professional websites and more, shops can engage with customers and enhance their online presence to build loyalty. SocialCRM is integrated with Manager SE, Mitchell 1's industry-leading shop management software, for immediate access to vital customer details and insights.

For more information about Mitchell 1, visit [mitchell1.com](http://mitchell1.com), call (888) 724-6742, or locate an independent sales consultant at [www.mitchellrep.com](http://www.mitchellrep.com).

**About Mitchell 1:**

Headquartered in San Diego, California, Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for more than 100 years. Mitchell 1 offers a complete line of integrated repair shop software and services to help automotive and commercial truck professionals improve productivity and profitability. ProDemand<sup>®</sup> optimized with SureTrack<sup>®</sup> is the most complete solution for OEM and real-world repair information and diagnostics. Manager<sup>™</sup> SE is the industry standard for mechanical estimating and shop management information. The SocialCRM shop marketing service delivers automated marketing and customer engagement tools to help shop owners improve their bottom line profits. For the commercial trucking segment, TruckSeries provides information required to estimate labor times, diagnose and repair all makes of Class 4-8 trucks. Mitchell 1 is a recipient of the ASE Blue Seal of Excellence award and was recognized by Frost & Sullivan in 2018 with the North American Customer Value Leadership Award. For more information about Mitchell 1 products and services, visit the company's website at [mitchell1.com](http://mitchell1.com). Follow Mitchell 1 on social media at <https://www.facebook.com/Mitchell1ShopSolutions> and <https://twitter.com/Mitchell1>.

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