



NEWS RELEASE
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Enhance Customer Communication with the New ShopKey ProPack Tool Box

LINCOLNSHIRE, IL, Nov. 26, 2012 –The new ShopKey ProPack™ is an integrated communication tool box designed to help automotive repair shops better connect with their customers.

“Repair shops can take their customer communication to the next level with the ShopKey ProPack tool box,” said Mark Schaefer, director of marketing, Snap-on Diagnostics. “Our new program consists of three modules, Report Pro, Lube Sticker Pro and Message Pro, that work together to enhance the shop’s ability to communicate with its customers efficiently and effectively. Using ShopKey ProPack will help build customer relationships and increase shop loyalty.”

Features and benefits of ShopKey ProPack include:

Report Pro provides the shop’s customers the information they need to understand the work performed. Enhanced reporting, invoicing and customized templates include: affiliation logos, shop website, links to SocialCRM™, customizable coupons and QR codes to add appointments to smart phones. Enhanced tech worksheets feature: service history by category and period, user defined themes and manufacturer branded vehicle inspection sheets.

Lube Sticker Pro ensures that the technician adds service recommendations to the customer’s vehicle. It even sets the appointment in the shop’s management program for the next appointment. It automates the maintenance reminder process by printing windshield reminders with the shop’s logo, booking the customer’s next appointment and accurately predicting when the vehicle should return for service.

Message Pro uses text messaging to connect shops to their customers and their smart phones. It helps you stay in touch with customers and get approvals/responses sooner. Message Pro sends and receives text messages directly from the management system, providing an efficient alternative to phone messages and busy signals.

For more details about ShopKey ProPack, contact a local Snap-on representative or call (800) 424-7226 or visit www.diagnostics.snapon.com/ShopKeyPro.

About Snap-on Diagnostics:

Snap-on Diagnostics is part of Snap-on Incorporated, a leading global innovator, manufacturer and marketer of tools, diagnostics and repair information and systems solutions for professional users performing critical tasks. Products are sold through the company’s franchisee, company-direct distributor and Internet channels. Founded in 1920, Snap-on is headquartered in Kenosha, Wisconsin. To learn more about any of Snap-on’s diagnostic solutions, talk to a Snap-on representative or visit <http://diagnostics.snapon.com>.

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