

FOR IMMEDIATE RELEASE:

SchedulePower² adds email & text appointment reminders

Zephyr Cove, Nevada – September 1st, 2010 – MotoAdvisor, Inc.TM, the makers of SCHEDULEPOWER²TM offer new application features that allow alerts to customers of scheduled appointments 24 or 48 hours prior to the appointment day. A courtesy appointment reminder is sent to the customer via email or text message, designed to reduce the service department's no-show rate without the trouble of calling the customer the day prior. The message is simply formatted, notifying the customer that they have an appointment and to contact the dealership in the event they need to reschedule.

Dealerships that use SCHEDULEPOWER² quickly discover the value of the application. On average current users now schedule 70% or more of their service work. In most cases, SCHEDULEPOWER² users have planned schedules a week out if not more during the busy season. Having the added ability to automate alerts via email or text message, service staff have more time to focus on the customers dropping off or picking up their vehicles, in addition to up selling and setting future appointments. Most importantly customers will really appreciate the reminder to attend their appointment.

Using SCHEDULEPOWER² will soon become a standard “best practice” for service departments. Every one of MotoAdvisor's customers has seen results within a couple of weeks of putting the application to work. While it is true that most service departments are busy regardless of how much work is actually customer paid, a highly functioning service department using SCHEDULEPOWER² has the ability to maximize every hour a shop has to sell, which optimizes ROI. No-shows are just one aspect of losing revenue, and many times it only happens because service advisors are too busy to follow up. SCHEDULEPOWER² reminders build greater customer satisfaction and loyalty that is invaluable to all dealerships vying to retain every customer.

SCHEDULEPOWER² is just \$159 per month and is an easy, natural addition to every DMS or CRM in use. Email reminders are free and text messaging is \$29 per month plus a per text fee. It only takes preventing one no-show to pay for the entire program each month. SCHEDULEPOWER² effectively manages time, dispatches work and now communicates with customers about service appointments.

About MotoAdvisor, Inc

MotoAdvisor, Inc., is a service specialist company comprised of a talented team of service department experts with 38 years of cumulative industry experience armed with the latest computer technology.

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