

## The MOT Shop

Case Study

# Textlocal & The MOT Shop



[www.textlocal.com](http://www.textlocal.com)

### Key challenge solved:

Deliver MOT reminders and engage customers and prospects with special discounts and promotions.

# The MOT Shop

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### Challenge

The MOT Shop's objective was to deliver MOT reminders to customers to encourage repeat bookings, as well as send special discounts and promotions to customers and prospects listed on The MOT Shop database.

### Overview

The MOT Shop is based in York and specialises in MOT'S for all vehicles throughout York and surrounding areas.

### Solution

MOT reminders were sent to entice customers to book an appointment with the garage.

Thank you texts were sent to customers and inform them that their car is ready for collection.

SMS was cheaper than any other marketing tool, and by linking the Textlocal system to existing customer management software messages could be sent automatically, saving staff time.

### Result

Direct increase in MOT bookings since sending out the annual reminders

The increase in bookings has generated further revenue for the business

'SMS has really helped us increase the number of MOT appointments at the garage. It's cheap, easy and very convenient to use.'



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Telephone: 01244 752 299



**Chester:** Aldford House, Park Lane, Pulford, Chester CH4 9EP

**Malvern:** Malvern Hills Science Park, Geraldine Road, Malvern, WR14 3SZ



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### Do you run a garage?

#### Reduce missed appointments

Send automatic text messages to customers to remind them their vehicle is booked in on a certain time and date, helping to increase punctuality and better control your workflow.

#### Increase bookings

Remind customers their MOT or service is about to expire and let them know how to re-book with your garage, increasing repeat business and encouraging loyalty for future visits.

#### Attach breakdown of costs to text messages

Let your customers know their vehicle is ready to be picked up, and include a link to a document containing details of work carried out and costs for increased customer peace of mind.

#### Encourage repeat bookings

Send unique codes to existing customers to redeem offers such as 'free winter car check with every MOT booked in October', or introduce exclusive SMS loyalty schemes offering valets or additional services for repeat purchases.

We work with over 100,000 UK businesses in your industry, including



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