

# Why People Aren't Calling Auto Repair Businesses

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In case you haven't noticed, the world of communications is changing. And that includes customer calls and service requests in the auto repair business. In the past, the automotive repair business centered around phone calls and one-on-one interactions with customers. But today's customers expect more. Digital communication and education are the foundation of today's successful auto repair businesses.

If you haven't implemented these changes in your shop, learn about why digital tech has replaced yesterday's phone communication.

## 7 Reasons Auto Repair Businesses Aren't Getting Calls

The younger generations grew up using technology, which has changed how they interact with businesses. They no longer want to call a business but prefer to communicate via text, view data-driven estimates and pay with online invoices. In other words, they require more transparency and want to understand the particulars of what they are paying for. In fact, in one study, the majority of those surveyed prefer digital communications when getting car repairs. The advent of digital communication not only gives your customers those benefits, but it also helps you build essential trust as you earn their business.

## Fewer People Want to Talk

Because people prefer to do business digitally, they want instant access to the information that will help them decide which business to go to. One survey shows that 80% of all local searches result in a sale. But that same survey explains that the people doing the local search want to easily find the business's number, address and product offerings. In other words, they want to skip the call — and the wait to speak with someone — and get all the pertinent information from their phone.

## Not Optimizing the Mobile Experience

Because most people use their phones to make purchases and set appointments, the auto repair shops that have a mobile app that allows for easy online booking will attract those customers. No one wants to wait 10 minutes on the phone trying to set an appointment. Instead, they want to log onto the website, choose from the available

appointments, and schedule one. An app allows customers to do things on their own schedule and not have to worry about making a decision while someone is waiting on the other end of the line.

## **Lack of Quality Customer Service**

What's worse than having to call a car repair shop for an appointment or an explanation about your car's issues? Dealing with someone on the phone who isn't helpful or friendly. If your customers must call your shop, it's important to ensure they speak with someone who shows they care. And forget about old-school sales techniques when explaining the potential repairs. Today's customers want digital proof of what's wrong with the car and what it will take to fix it. Give your customers more emphasis on helpful and specific details to gain their trust.

## **Long Wait Times**

People want access to quick information online, but that doesn't mean they don't expect superior service when they do have to call or interact with a technician. A survey shows that 75% of callers won't leave a voicemail, and 85% of them will not call you back if you don't answer the phone.

And because many auto repair shops have a reputation for long wait times on the phone and in person, it's something that needs to be addressed. Ideally, car repair shops will reduce call wait times, drop-off wait times, service wait times and the amount of time it takes to complete paperwork – all in addition to offering digital communication to their customers.

## **Lack of Quality Customer Service**

Did you know that 90% of people use customer service as a factor when deciding whether to do business with a company? And 58% of those surveyed say they will switch companies because of poor customer service. In the automotive repair business, customer service often comes down to whether a business uses digital communications to allow customers to view their car repair options. These digital reports and estimates make customers feel in control and allow for better decision-making.

## **Lack of Transparency**

Most people don't know how to fix their own car, and they look for an auto technician they can trust to do the job for them. If a technician doesn't explain a needed repair – or worse, recommends an unnecessary repair – they aren't going to gain the trust of their customers. Today's customers want digital proof of needed repairs from techs like AutoTechIQ-certified [auto repair shops](#), where a vehicle's bill of health is the basis of

their recommendation. They can view digital reports and feel confident they have full transparency when making decisions.

## **Digital Vehicle Inspections**

Seeing is believing, as the old saying goes, and that's true when it comes to auto repairs. That's why digital inspections are the new norm when it comes to auto repairs. These [digital inspections](#) show customers the whole picture of their car's health with videos, high-resolution photos and detailed notes. And once a customer sees for themselves what's needed, they tend to approve two to three times the amount of work than when given verbal explanations.

## **Give Customers the Control and Confidence They Need**

The auto repair shops that give today's customers what they need are the shops that will thrive in this new marketplace. If you haven't yet used digital communications and reports, contact [AutoTechIQ](#) now and find the best shop in your area.

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