



## Robinsons ŠKODA

**CitNOW product(s):** CitNOW Workshop  
Amber Follow Up

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'Amber Follow-Up'  
increases amber work  
approved by 86%



Many workshops miss out on follow-up work from Amber alerts picked up during servicing, but Norwich-based Robinsons ŠKODA has managed to turn the tables after adopting CitNOW's Amber Follow-up add-on technology.

The ŠKODA franchised dealer knew how difficult it was to convert Amber alerts picked up during an electronic Vehicle Health Check (eVHC) into follow-up work, with just 15% of non-urgent work converted by workshops in the UK. Amber alerts are often ignored by customers as they only suggest a problem can develop over time.

To increase trust between its workshop and customers, Robinsons adopted CitNOW's 'Amber Follow-Up' add-on feature to their existing CitNOW Workshop app.

Now, any Amber alert picked up during an eVHC is stored in a database. When the Amber alert is likely to turn into a Red Alert, potentially compromising vehicle safety, the Amber Follow-Up automatically sends customers a notification as well as the original Workshop video in an e-mail. This takes minutes to set-up at the point the customer picks

up their vehicle; the CitNOW Dashboard automatically sends to the customer within the agreed timeframe.

Through automating the follow-up process with 'Amber Follow-Up' Robinsons ŠKODA staff have not only saved time, they have also **seen an 86% rise in Amber Work approved**.

**Alistair MacFarlane, Aftersales Manager at Robinsons ŠKODA said:**

► "Day-to-day, it's a tool which **makes our lives easier**. For example, even if the front-end receptionists don't book in a customer's next visit on the day, they are able to easily do so at a later date thanks to the tool's intuitive interface.

Not only are we securing more Amber work, but all the appointments have a good level of detail to them, so we can act readily on current work.

The output is great and it eases the pressure on staff; and all this for relatively little extra spend."

Retailers and workshops looking to **find out more** about personalised video can visit [www.citnow.com](http://www.citnow.com)