



69% OF UK VEHICLE OWNERS

SAY THAT THE FIRST PLACE THEY GO WHEN LOOKING FOR CAR RELATED SERVICES IS THE

INTERNET

CAR OWNERS PUT OFF CHECKING WHY THEY HAVE THAT STRANGE RATTLE FROM THE ENGINE OR LIGHT ON THE DASHBOARD BECAUSE THEY ARE FRIGHTENED OF WHO TO GO TO FOR THE RIGHT DIAGNOSIS

CAR SALES AND INSURANCE HAS BEEN ONLINE FOR

10 YEARS

72%

OF THE UK POPULATION SAY THAT THEY GO

ONLINE

BECAUSE IT IS MORE

CONVENIENT

AND **SAVES TIME**

66%

OF THE ONLINE COMMUNITY

DO NOT GO WITH THE CHEAPEST PRICE BUT WITH THE SERVICE THAT REPRESENTS THE BEST QUALITY AND HIGHEST RATINGS FROM OTHER CONSUMERS

HOW DIPSTIX WORKS

CAR OWNER ENTERS THEIR CAR REG,
LOCATION AND WHAT THEIR CAR NEEDS

QUOTES, PROFILES AND RATINGS ARE SHOWN
FROM ALL AVAILABLE GARAGES

CUSTOMER SELECTS THE GARAGE THAT BEST
SUITS WHAT THEY ARE LOOKING FOR

CUSTOMER SELECTS FROM AVAILABLE DATES
AND PRE-PAYS FOR REQUESTED JOB

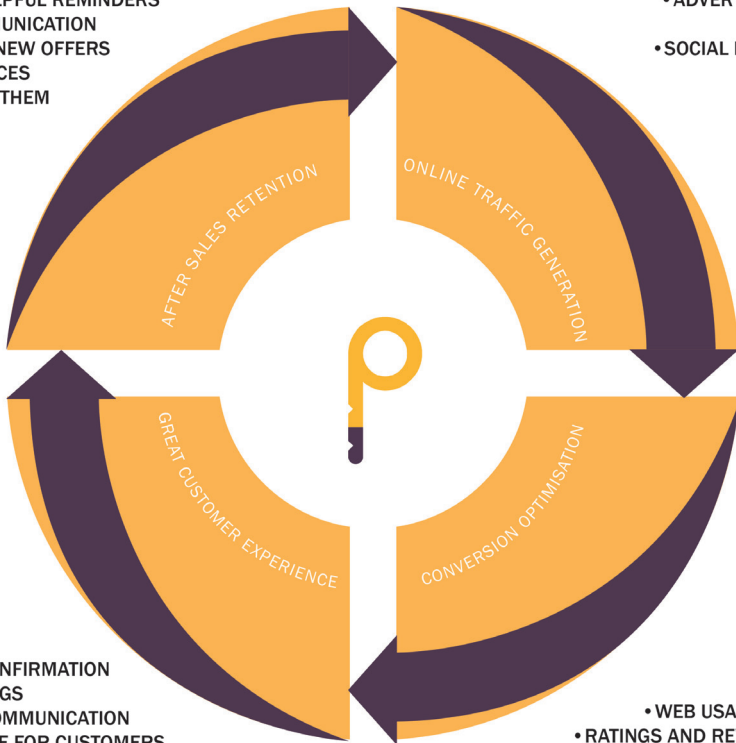
YOU RECEIVE CONFIRMATION OF BOOKING
INTO YOUR UPCOMING JOBS ONLINE

WORK IS CARRIED OUT ON THE
VEHICLE AND YOU LET THE CUSTOMER
KNOW WHEN THE JOB IS DONE

HOW DO DIPSTIX GENERATE CUSTOMERS?

- ASK CUSTOMERS TO LEAVE RATINGS
- SEND HELPFUL REMINDERS AND COMMUNICATION
- MARKET NEW OFFERS AND SERVICES
- IMPRESS THEM

- PPC
- SEO
- ADVERTISING
- PR
- SOCIAL MEDIA



- QUICK CONFIRMATION OF BOOKINGS
- GREAT COMMUNICATION AND ADVICE FOR CUSTOMERS
- FINISHING THE JOB WHEN PROMISED

- WEB USABILITY
 - RATINGS AND REVIEWS
 - GARAGE BIO
 - ADDED SERVICES
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WHAT'S IN IT FOR YOU

- Capture new customers searching for trusted garages online, who are serious about maintaining their vehicles
- Secure online payments for all bookings, giving you peace of mind and reducing no shows
- Reduce phone calls, giving you more time to work on vehicles
- Ongoing online advertising
- Your own profile showing your ratings, expertise and experience

MORE INFORMATION



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