

## Creating Customer Messages in ALLDATA Manage<sup>®</sup> Online

**With some examples to help you get started!**

It's quick and easy to send text or email messages to your customers, by whichever method they prefer. You can text or email the individual customer directly from the Manage Online work document, or you can create a single text or email message and send it to many customers, automatically personalizing each message with information from your customer database. You'll want to email longer messages, as text messages are limited to 160 characters.

For [how-to articles](#) on creating and editing CRM messages in Manage Online, go to our support site or [watch this](#) three minute video.

To help you get started, here are some examples of typical messages an automotive repair shop might send out:

### Text Examples

#### General/First Time Customer

Text Message Title:

**Welcome**

Dear [FNAME],

Thank you for choosing John's Automotive! We'll update you on your vehicle's service throughout the day. Call us anytime at (000) 000-0000.

#### General/Individual Customer

Text Message Title:

**We're working on it!**

Hi [FNAME],

Just wanted to let you know we have started working on your [MAKE] [MODEL]. We'll call you when it's ready. Or you can reach us at (000) 000-0000.

## Text Examples

### General/Individual Customer

Text Message Title:

**Thank you!**

Dear [FNAME],

Thank you for choosing John's Automotive to repair your [MAKE] [MODEL]. Please save this message for 25% off your next service!

### Reminder/Select Customers

Text Message Title:

**Time for your oil change**

Dear [TITLE] [FNAME] [LNAME],

Just a reminder that your [MAKE] [MODEL] is due for an oil change! Call today at (000) 000-0000 and get a 25% discount.

## Email Examples

### Reminder/Individual Customer

Email Subject Line: **Just a reminder**

Dear [TITLE]. [LNAME],

Last time you visited us, we recommended this service: synthetic lube, oil and filter. Please let us know if you would like us to take care of that for you.

Call (000) 000-0000 to schedule your appointment today!

Best regards,  
John's Automotive

### Reminder/Entire Customer Base

Email Subject Line: **It's going to be a hot one**

Dear [TITLE]. [LNAME],

Summer's almost here, and along with it some scorching hot temperatures. Now's a great time to get your coolant and air conditioning systems checked. For a limited time, we're offering 25% off these services.

Call (000) 000-0000 to schedule your appointment today!

Best regards,  
John's Automotive

## Both Text and Email Examples

### Message Type: **General/Select Customer**

Text Message Title:

#### **Recommended Service**

Dear [TITLE] [LASTNAME] The following work is due on your [MODEL] Please call us: [DEFERRED WORK]

Email Message Title: **Recommended Service**

Dear [TITLE] [LASTNAME]

Last time you visited us, we recommended the service: [DEFERRED WORK]. Please let us know if you would like us to take care of that for you!

Call (000) 000-0000 to schedule an appointment with us today!

Thanks!  
John's Automotive

### Message Type: **Special Occasion/Select Customer**

Text Message Title:

#### **Happy Birthday**

Happy Birthday [TITLE] [FNAME] [LASTNAME]! Visit us today to receive your birthday present! HINT: It's a FREE Oil Change! Call us at (916) 000-0000 today!

Email Message Title: **Happy Birthday**

Happy Birthday [TITLE] [FNAME] [LASTNAME]! Visit us today to receive your birthday present!

HINT: It's a FREE Oil Change!

Call us at (000) 000-0000 to let us know you are on the way over!

Thanks!  
John's Automotive