

Mitchell RepairCenter™ Reputation Manager

REPUTATION = PROFIT.

There's a big difference between *hearing* your customers and *listening* to your customers. When you're listening, you're understanding what makes them happy—and can turn that knowledge into increased sales and profits.

MANAGE YOUR BRAND.

Your reputation starts with your brand. The Mitchell RepairCenter™ Reputation Manager Package is designed to manage your online brand and reveal business insights from customer survey data. Reputation Manager features a powerful *Text Analytics Engine* and *Customer Sentiment Dashboard* which provide actionable data from open-ended survey questions and social media chatter.

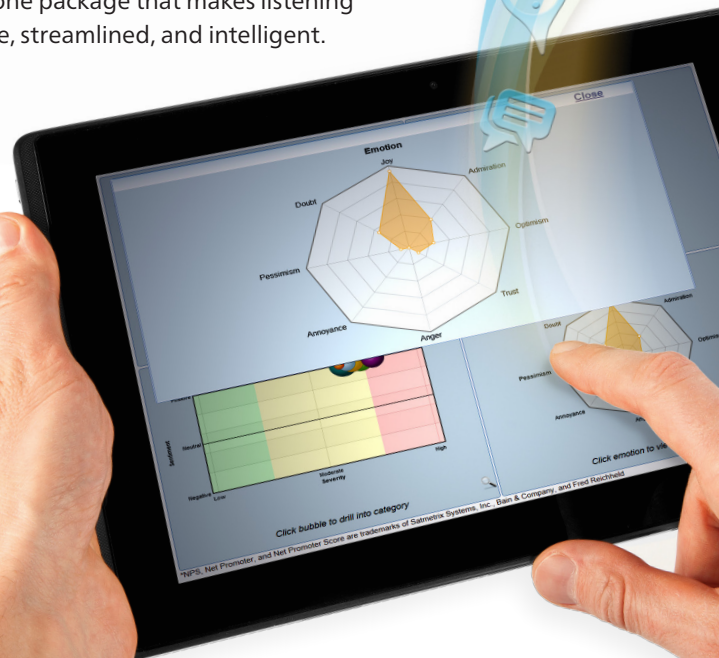
A COMPLETE SOLUTION IN ONE PACKAGE.

Reputation Manager bundles several powerful products into one package that makes listening and gaining insight into your customers and community simple, streamlined, and intelligent. The package includes:

- Unlimited customer satisfaction surveys
- No DRP management fees
- Customer satisfaction data delivered in real-time coupled with action alerts
- Enhanced reporting, subscriptions, and employee performance monitoring
- Vehicle Status Messaging via email and text messages
- Constant monitoring of your online brand on social media sites
- An interactive dashboard that empowers you to dive deeper into text analytics results of customer survey and social media chatter
- A low monthly fixed cost

KEEP YOUR CUSTOMERS INFORMED.

Reputation Manager is also an effective communications tool that keeps your customers informed—and an informed customer is a happy customer. With its Web Status updates, you can communicate the status of the repairs to your customers via an online web portal, email, or text messages, giving them a positive feeling through every stage of the repair.



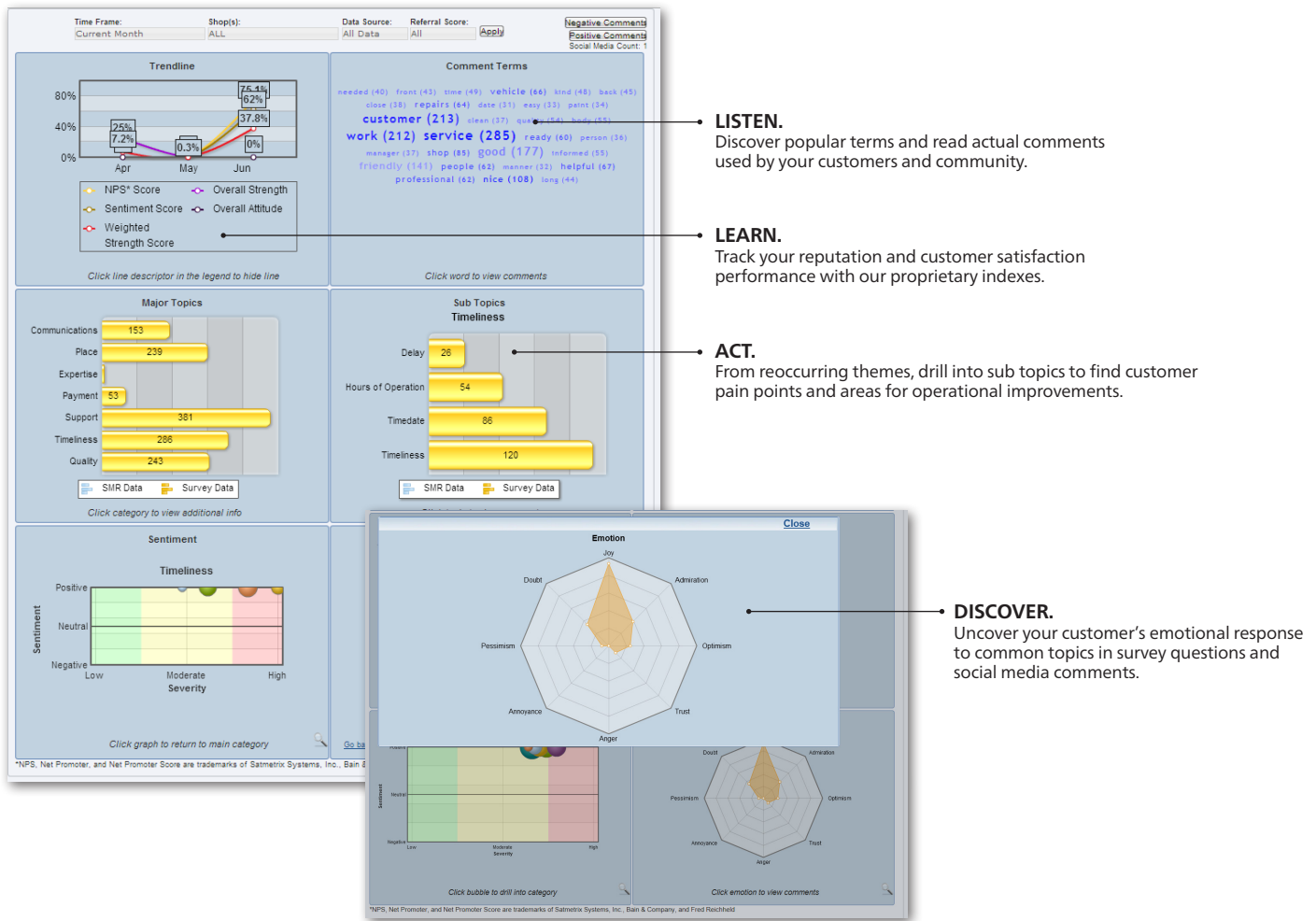
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At-a-Glance: Inside Reputation Manager

BE EMPOWERED.

With the Reputation Manager package, you have access to tools enabling you to measure customer satisfaction, keep customers informed throughout the repair, and unlock customer and community insight by:

- Uncovering customer pain points
- Discovering opportunities for operational enhancements
- Monitoring your online reputation & responding to concerns in a timely manner



The best way to learn more about **RepairCenter Reputation Manager** is to see it in action.

Contact us for a demo today: Call: **800.238.9111**

Email us: **RepairCenterInfo@mitchell.com**

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