



For Immediate Release

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Mitchell 1's SocialCRM now Includes AAA Approved Auto Repair Consumer Surveys

SAN DIEGO, Calif., Feb. 28, 2022 – Mitchell 1's SocialCRM [auto shop marketing](#) service now includes AAA Approved Auto Repair consumer surveys. This feature is part of a new relationship between Mitchell 1 partner SureCritic™ and AAA. Consumers visiting AAA Approved Auto Repair facilities that have Mitchell 1 SocialCRM can now receive a link to the AAA customer satisfaction survey by way of Mitchell 1 SocialCRM thank-you emails and text messages.

"We are excited to provide AAA surveys to our AAA Approved Auto Repair shops to add even more value to the SocialCRM marketing service, allowing our aftermarket repair shops the ability to manage their online reputation and comply with AAA Survey guidelines," said Marcus Mackell, SocialCRM marketing manager for Mitchell 1.

Mitchell1's comprehensive marketing service, SocialCRM, integrates with SureCritic's consumer review and survey platform to provide AAA Approved Auto Repair Shops a solution that includes consumer reviews and now AAA approved surveys. The AAA Approved Auto Repair Shops can also view the new consumer survey responses through their SocialCRM dashboard.

The SocialCRM auto repair marketing service provides a comprehensive program to increase business by attracting and retaining customers. With automated email marketing messages, verified customer reviews, text message campaigns, professional websites, paid search campaigns and much more, shops can engage with customers and enhance their online presence to build loyalty. SocialCRM is integrated with [Manager™ SE](#), Mitchell 1's powerful shop management software, for immediate access to vital customer details and insights.

For more information, visit mitchell1.com, call (888) 724-6742 or locate an independent sales consultant at mitchellrep.com.

About Mitchell 1:

Headquartered in San Diego, California, Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for more than 100 years. Mitchell 1 offers a complete line of integrated repair shop software and services to help automotive and commercial truck professionals improve productivity and profitability. ProDemand® optimized with SureTrack® is the most complete solution for OEM and real-world repair information and diagnostics. Manager™ SE is the industry standard for mechanical estimating and shop management information. The SocialCRM shop marketing

service delivers automated marketing and customer engagement tools to help shop owners improve their bottom line profits. For the commercial trucking segment, TruckSeries provides information required to estimate labor times, diagnose and repair all makes of Class 4-8 trucks. For more information about Mitchell 1 products and services, visit the company's website at mitchell1.com. Follow Mitchell 1 on social media at <https://www.facebook.com/Mitchell1ShopSolutions>, <https://www.instagram.com/mitchell1shopsolutions> and <https://twitter.com/Mitchell1>.

About SureCritic:

SureCritic™, a leading provider of consumer insight, brings you expanded capabilities with deeper diagnostic and on-going customer tracking abilities that will allow you to measure, monitor and improve customer experience more universally across your brand. The result is the most accurate and transparent online and offline depiction of a customer's experience with a business. In addition to a transparent and accurate review process, SureCritic provides actionable data through its Enterprise Survey Platform, tools to push reviews throughout social media and the opportunity to measure retailer concern resolution effectiveness through a patented process called ReScore™. For more information on SureCritic, please visit learn.surecritic.com.

Also See: [AAA Selects SureCritic as the Preferred Supplier for Customer Feedback and Online Reputation Management Solution](#)

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