



For Immediate Release

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Mitchell 1 Adds ‘Suggested Responses’ to SocialCRM Shop Marketing Services

Advanced Technology from SureCritic Simplifies Responses to Customer Reviews

SAN DIEGO, Calif. – June 6, 2023 – Mitchell 1 has added a new Suggested Responses feature to its SocialCRM shop marketing services that allows auto repair shops to easily manage and respond to consumer reviews, with a single click.

The advanced technology enables busy shop owners to effortlessly create thoughtful, professional responses to Google and SureCritic reviews within seconds. Suggested Responses takes the guesswork out of responding with a unique, pre-crafted customizable response for various review scenarios.

“Consumer reviews play a crucial role in shaping customer buying behavior – particularly in the service business industry. This is especially true for the auto repair business, which thrives on trust, expertise and exceptional customer experiences,” said Marcus Mackell, director of SocialCRM, Mitchell 1. “Every single review, whether positive or negative, has the potential to impact an auto repair shop's bottom line. That's why it's important for shop owners to respond to reviews, regardless of the sentiment.”

Mackell noted that responding to reviews also enables owners to address any concerns or issues raised by consumers, ultimately fostering customer loyalty and repeat business. Moreover, responding to every review can help an auto repair shop boost its online reputation and overall narrative surrounding the business.

“Responding promptly to customer reviews demonstrates your commitment to customer satisfaction,” added Mackell. “When you acknowledge your customers’ feedback, you show that their opinions matter.”

In addition, review engagement, which includes capturing, sharing and responding to consumer reviews, is a major factor in boosting local search engine optimization (SEO). This helps increase a shop’s Google rating and online visibility, which helps attract more customers.

The feature is the latest edition to SocialCRM’s Google Optimization Suite within its LocalSearch services. To learn more about SocialCRM services, visit: <https://mitchell1.com/socialcrm/>.

For more information about Mitchell 1, visit www.mitchell1.com, call (888) 724-6742, or locate an independent sales consultant at www.mitchellrep.com.

About Mitchell 1:

As a member of the Snap-on® TOTAL SHOP SOLUTIONS brand family, 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 software and services, including vehicle repair information, business management and shop marketing services, to help automotive and commercial truck professionals improve productivity and profitability. For more information, visit the company’s website at mitchell1.com.

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