



For Immediate Release

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Mitchell 1 Adds Google Scheduling Button to SocialCRM Book it Now

SAN DIEGO, Calif., Oct. 19, 2026 – Mitchell 1 has enhanced its SocialCRM Book It Now appointment scheduling solution with a new Book Online button that is prominently displayed on the auto repair shop's Google Business Profile. Powered by SureCritic®, Mitchell 1's technology partner for verified reviews and scheduling services, the feature provides a fast and convenient way for shop customers to schedule service from Google Search and Maps.

"The new button makes the scheduling process simple and seamless for both customers and auto repair shops alike," said Marcus Mackell, director of SocialCRM services at Mitchell 1. "It's now easier than ever to convert Google searches into verified appointments."

According to SureCritic data, shops using the Google scheduling button have seen a 33% increase in online bookings, with gains reaching 66% for top performers. The data also shows that 43.5% of online bookings occur while shops are closed, with half of those customers new to the shop.

Customers who click the Book Online button are directed to the shop's scheduling site, where they can select a service, enter vehicle information, answer service-specific intake questions and choose an available appointment in real time. Once scheduled, the appointment is automatically added to the customer's Google Calendar.

SocialCRM Book It Now 24/7 offers online scheduling through Google as well as the shop's business website, allowing customers to book appointments. Fully integrated with Mitchell 1's Manager™ SE shop management software, it displays appointment availability based on the shop's schedule, technicians and resources. This integration helps prevent double-booking and reduces administrative workload while improving the customer experience. Shops can also customize their online scheduling page to reflect their brand and view scheduled appointments on mobile devices.

Mitchell 1's [SocialCRM shop marketing service](#) provides the best and most comprehensive way to reach an entire customer database with unique marketing messages and campaigns. Auto repair shops can retain existing customers with automated service reminders, thank-you messages and targeted e-mail promotions as well as attract new customers through verified reviews, professional websites and increased internet visibility. SocialCRM is integrated with Manager SE, the industry-leading shop management software, for immediate access to vital customer details and insights.

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

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 www.mitchell1.com.

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