



For Immediate Release

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## Mitchell 1 Adds Online Scheduler Enhancement to SocialCRM Book It Now

*Includes New Features for Pricing, Recommended Services*

**SAN DIEGO, Calif., July 7, 2026** – Mitchell 1 has expanded the capabilities of its SocialCRM Book It Now appointment scheduling product with the addition of a new Online Scheduler, powered by SureCritic®. The enhancement includes two new features designed to help auto repair shops increase appointment conversions and boost revenue – Pricing for Services and Suggestions for Recommended Services.

“The new Online Scheduler helps shops get more out of every appointment,” said Marcus Mackell, director of SocialCRM services at Mitchell 1. “By giving customers pricing visibility and recommending additional services during the booking process, shops can create a better scheduling experience while increasing average repair order value and capturing more revenue.”

### **Pricing for Services**

The Pricing for Services feature gives shops control over how pricing is displayed within the scheduler. Shops can choose to show pricing on all services, selected services or only on recommended services. Providing upfront pricing helps build customer trust, reduces pre-appointment phone inquiries and encourages more customers to complete the booking process online.

### **Suggestions for Recommended Services**

Suggestions for Recommended Services automatically presents customers with additional maintenance and repair recommendations during the scheduling process, including services they may not have previously purchased. By highlighting relevant add-on services, with optional pricing displayed, shops can increase service awareness and create more opportunities to grow repair orders before the customer arrives.

Book It Now is a premium online scheduling product within Mitchell 1’s [SocialCRM shop marketing service](#) that allows vehicle owners to book appointments directly from a shop’s Google Business Profile at the moment they are searching for service. Customers can quickly choose the service they need, select a date and time based on real-time availability and add the appointment to their calendar. The system integrates with the Manager™ SE shop management system, syncing with Google and shop calendars to keep schedules accurate and up to date.

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

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