



For Immediate Release

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Mitchell 1 Enhances SocialCRM Book it Now with New Scheduling and Appointment Recovery Features

SAN DIEGO, Calif. – May 26, 2026 – Mitchell 1 has enhanced its SocialCRM Book it Now appointment scheduling product with new features designed to help auto repair shops automatically recover missed booking opportunities and reduce scheduling errors. The features – Incomplete Appointment Booking Recovery and Diagnostics-First Scheduling – help shops convert online searches into scheduled work through a shop’s Google Business Profile.

“We’re committed to helping shops turn more online searches into real appointments while making the booking process easier and more accurate for their customers,” said Marcus Mackell, director of SocialCRM services at Mitchell 1. “These latest Book it Now enhancements help recover missed opportunities, reduce scheduling mix-ups and keep the workflow moving smoothly from the very beginning.”

Incomplete Appointment Booking Recovery

Customers don’t always complete the appointment booking process, but those opportunities no longer have to be lost. With the Incomplete Appointment Booking Recovery feature, SocialCRM automatically sends a friendly text reminder when a customer begins scheduling service but does not finish, encouraging them to return and complete their appointment. This reduces the need for manual follow-up while helping shops keep service bays full with less effort. Shops remain in control, with the ability to customize or pause messages as needed, while compliance requirements, including opt-ins, opt-outs and message pacing, are managed automatically.

Diagnostics-First Scheduling

With the Diagnostics-First Scheduling feature, the appointment booking process starts with the problem, not the solution. Rather than selecting a service, customers describe the issue they are experiencing with their vehicle. This helps shops reduce misclassified appointments, set clearer expectations before the visit, identify opportunities for additional diagnostic services and create more accurate work orders before the vehicle 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, 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 mitchell1.com.

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