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Inside Traxx

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Webinar Training Schedule:

Write A Repair Order
February 3, 2010
2 p.m. PST

Setup Your System
February 10, 2010
2 p.m. PST

Accounting Review
February 17, 2010
2 p.m. PST

See our Web site for
information on how
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Powerful Shop Management Software at a surprisingly affordable price

Letter from the Editor

Happy New Year! The aftermarket automotive repair industry is showing strong signs of life in 2010 and a lot of shops are positioning themselves to take advantage of their customers' decision to keep their cars longer. Part of that decision included budgeting for car repairs instead of a new car payment. Easier said than done since car repairs don't come with a coupon book to spread out the expenses!

So here's where you come in...identify the 1) long-term needs of their car, 2) prioritize for the customer which repairs are urgent, and 3) advise which repairs can be put off and for how long. Then keep in contact with those customers, reminding them when recommended services are due and rewarding them for staying up on their maintenance plan. Here's where MaxxBucks comes in.

After several months in the works, we've developed a customer loyalty rewards program called MaxxBucks (or whatever you decide to name it!) that accumulates points for dollars spent at your shop to

reward customers for returning to your shop. And MaxxBucks is integrated into your marketing letters and postcards, so your customer will know how many MaxxBucks they can apply to their next repair bill. We've also created a new feature to prompt you to schedule for that next recommended repair when they pay their bill. So stay with the basics:

- *Know their vehicle's long-term plan*
- *Create a repair/maintenance strategy*
- *Stay in contact to keep with their plan*

That extra level of customer service will build trust, keep them coming back to your shop, and make them want to recommend you to their family and friends. And MaxxBucks can provide that little bit of incentive for your customer to stay with you and save. Just some more tools to help you and your customer stay in touch and on top of those repairs and their budget. These days are busier than ever, so take that extra step and let them know you're thinking about them and their vehicle ~ the heart of your business. Here's to a thriving year in 2010!

Latest Features

MaxxTraxx Pro CE 5.0 delivers a punch with dozens of new features. Highlights of the 5.0 release are the marketing features including the [MaxxBucks Loyalty Rewards Program](#) integrated into the marketing letters and postcards, along with the reminders to schedule future work and assign those postcards and letters when your customer pays the bill. Dentists have been doing it for years, and with [Contact Customers with Scheduled Appointments Report](#), you can keep your schedule full and your techs busy. This brings up the new [Appointment Schedule](#) feature to view your shop's scheduling

availability days and weeks out. By setting the amount of hours you have available for appointments each day, you can accurately book your shop schedule by viewing each day's color code, green for available, yellow for getting filled, orange for just a few hours left, and red when you're at 100% capacity. It's just one more way to help make your shop more efficient and keep your technicians productive.

And check out our new Web site for the latest parts ordering integration, [online parts from IAP](#).

MotorTraxx to MaxxTraxx ~ What to Expect

"I had a lot of anxiety about the conversion, but it was very easy to switch; it went very smooth. I would definitely recommend upgrading to MaxxTraxx as it is easier to use than MotorTraxx, and it is trouble-free."

Dean Perleberg, Budget Automotive Center
Tucson, AZ

Training Tools:

- ✦ Getting Started Workbook
- ✦ User Manual
- ✦ MaxxTraxx FAQs
- ✦ Training Videos
- ✦ Live Webinars
- ✦ Phone Training
- ✦ Live Chat

MotorTraxx users have been converting to MaxxTraxx Pro CE by the scores. Here's how we've been doing it: First, install a practice version of MaxxTraxx with their real MotorTraxx data loaded. This accomplishes several things:

- *Review your own converted data*
- *Go through the entire setup process*
- *Practice with your own customers and vehicles, labors, parts, kits, etc.*

Typically, shops learn on their practice version for 30-60 days, and when they feel competent to run MaxxTraxx with a line of customers at their counter, we re-load MaxxTraxx with their latest MotorTraxx data and from that moment on, it's MaxxTraxx all the way!

It can seem a bit daunting at the onset, but with a practice version you can't ruin

anything and attending our Training Webinars and regularly scheduled one-on-one over the phone training can get you oriented to the features. Before you know it, you'll be flying through MaxxTraxx just like you've been using MotorTraxx.

One other issue I'd like to address...the costs. The only cost involved is the one-time conversion fee of \$129 and the difference in your monthly support subscription rate. MotorTraxx support is currently \$99 per month. For example, a shop with two workstations and accounting on MaxxTraxx only pay \$124 a month, and look at all the new features you will get! And the training is included in that monthly support subscription fee...can't beat that! And...you won't have to pay for those tractor feed invoices anymore, so there is another cost savings. It's time!

Training & Support

So how about that new Web site? It's been a work in progress, but it's finally here – loaded with new information and tools to support your software experience and build community. Customer Support is now just a click away to chat live with a support rep.

We've also made available training tools on our Web site to include the MaxxTraxx

Pro CE User Manual, Getting Started Workbook, and Training Videos. With so many shops converting from MotorTraxx to MaxxTraxx Pro CE, we've refined the process and documented our discoveries. Go online and read the [MotorTraxx to MaxxTraxx FAQs](#) and get the scoop on what you need to know about converting from MotorTraxx to MaxxTraxx Pro CE.

The Bottom Line

Bookkeepers of the world, unite! For the many of you who have worked with me, you know I've been a Scott Systems user since 1992 always using the accounting. Now I can share with my calculating clan some of the Ins & Outs of the numbers crunching in MaxxTraxx Pro CE.

The most important part of maintaining a usable, reliable integrated accounting system is quality data entry. To have meaningful numbers, the data entered has to be complete, not just "some" of the parts sold, all of them. I kind of like this

metaphor, "what if I just fix five of the six pistons?" It will get you through, but not well and not for long.

We've designed a new feature in MaxxTraxx Pro CE to help us get all those parts with costs entered in the system ~ a red circle with a slash through it next to the part number to let you know that a part needs to be entered into inventory. Keeping up with all that data entry can be a chore, but it is essential to be thorough when you're tracking your inventory costs. Keep on calculating till next time!