



**LINE**

**Jiffy Lube Association of Franchisees**

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# Vendor Spotlight: Throttle

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## **Capturing Accurate Customer Data at the Counter: A Necessity for Quick Lube and Oil Change Shops** By Jeff Tremper, Senior Vice President

In the fast-paced world of quick lube and oil change services, efficiency and customer satisfaction are critical. One way you can stand out from your competition is to ensure that the customer data your team collects at the counter is accurate. Here's why this is crucial and how to get it right.

For quick lube and oil change shops, customer data serves multiple purposes. It helps schedule future services, send reminders and craft unique special offers. Incorrect data can result in missed appointments, lost revenue and a compromised customer experience. A skipped reminder for a necessary service could potentially affect both their vehicle's health and your bottom line.

### **Best Practices for Data Collection**

**Train Your Staff:** The counter staff are the frontline in data collection. They should be trained to ask for contact information and vehicle details in a friendly yet professional manner. Take the time to role-play with them until you feel they are comfortable making the ask. Be sure to practice how to deal with a customer who does not want to give you the information you are requesting.

**Use a Standardized Form:** Whether you're using a digital system or paper forms, standardization ensures that all necessary data fields are captured. This minimizes the risk of missing important information.

**Double-Check:** A quick verification of the data with the customer can save a lot of hassle later. This could be as simple as confirming their email address or asking them to review the information entered.

**Follow Data Privacy Regulations:** Always inform customers how their data will be used and stored. This not only builds trust but also ensures compliance with data protection laws.

**Create Reports:** Run weekly reports so you can review the data capture rates with your team. This will help guide you as to whether you need to modify your approach.. If you don't have reports available – team up with a company that can help.

Accurate data collection offers numerous benefits. It allows for targeted marketing campaigns, helps in inventory management and can even streamline the check-in and checkout processes. Knowing a customer's service history or preferences can make their visit more efficient and personalized, leading to higher satisfaction and loyalty.

In the quick lube and oil change industry, capturing accurate customer data at the counter is not an option; it's a necessity. By investing in staff training, using standardized methods and adhering to data privacy laws, shops can maximize the benefits of each customer interaction.

[Throttle](#)<sup>®</sup>, a product of Matrix Imaging Solutions, is a complete, intelligent marketing communications tool. Throttle helps automotive companies stay in close contact with their customers throughout the customer journey with timely, omnichannel communications and service reminders based on their unique driving habits and service history. From acquisition through retention, Throttle takes the guesswork and labor out of customer communications while freeing up the shop staff's time. Throttle uses multiple touch points including texts, postcards and emails, allowing users to easily generate a year-round marketing program that keeps their brand top of mind and customers coming back for more.

Scan here to watch our video and to schedule a demo:





**THROTTLE**  
a product of Matrix Imaging Solutions

# Take the guesswork and labor out of customer communications.

Throttle® keeps you connected to your automotive customers throughout the year with timely, omnichannel communications and service reminders throughout the customer journey, based on their unique driving habits and servicing history. By interfacing directly with your POS system, Throttle helps you keep your brand top of mind while you manage your shop(s).

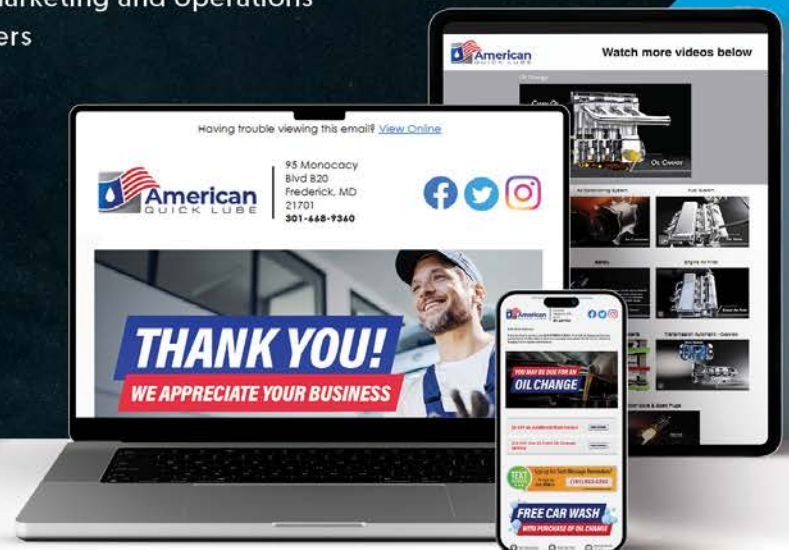
## Benefits

- Declined/suggested service follow-up emails
- Educational videos
- Manufacturer recommended service suggestions your shop can perform
- Intelligent intervals between oil changes
- Increased customer retention

## Features

- Advanced algorithms driven by data from your POS
- Full creative services available to brand your communications according to your marketing guidelines
- Consistent, automated, vehicle specific, personalized, customer acquisition and retention platform
- Monthly key performance indicator reporting to track marketing and operations
- Unique customer journeys for new and existing customers

**A turn-key customer communications program from acquisition to retention.**



For more information,  
contact [sales@throttleitup.com](mailto:sales@throttleitup.com)  
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