ZIPPITY

Brakes on Demand unleashes profitability with Zippity

Corey Phomveha, the Founder of Brakes on Demand, opened his mobile brake repair shop in 2017 to offer brake change services with maximum convenience. This meant he needed a comprehensive platform to run his fast-paced business from. He sought one that would make his services efficient and support his technicians in delivering impressive customer experiences.

Customer engagement made easy in a field service business model

"I've been working with Zippity for six months now," recalled Phomveha. "My favorite aspect of Zippity is that it's designed to keep our customers engaged with their repair services.

"Before Zippity enabled us to better engage with customers, our process was much different. We'd get onsite, say hi to the customer, and get the key from them. We'd figure out what was going on with their vehicle and determine their needed repairs. I would never even offer an upsell, because then I'd have to knock on their door.

"Now my team can automate customer messages reminding them about their appointment a day prior. We're able to send them a heads up on how far away we are, letting them know we're en route. And Zippity's upsell feature has helped me grow my business quite a bit.

"During services, we're able to send customers inspection reports with included pictures to say, "Hey, here's the defective part, and this is why it needs replacement. Here are all the pictures you need." It's amazing.

> " With the ability to upsell, I have noticed a big increase in sales and my upsell approval rate is upwards of 80%. This raised upsell approval rate also accounts for a revenue increase of at least 20%.
>
> **Corey Phomveha,
> Founder of Brakes on Demand**

A booking flow that takes customers through scheduling

Before Zippity, Phomveha struggled most with efficient bookings. Because he would have to consider drive times, securing the appointment would always require a lot of back and forth with customers across email and phone. He would have to answer every single email and call, in an attempt to fit customers in the schedule based on their time preference and area, and how far away they were from the next appointment.

"A number one feature for me is the booking flow that lets customers take care of their scheduling and appointments online," said Phomveha. "Zippity's booking flow gathers all relevant vehicle information: their license plate number, their Carfax record, and their prior and needed services. I can see the mileage and the exact vehicle that is going to be onsite."

> " When I wake up in the morning, I see the schedule for the week filling up. We don't even have to call customers to schedule their appointment -- which has lifted a great weight off our shoulders. "
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> **Corey Phomveha,**
> **Founder of Brakes on Demand**

"Not to mention, I used to find myself driving from one location to another for 45 minutes to an hour, and then back to the same location where I first started off for my next appointment, which was really inefficient. Now, Zippity's system won't allow a customer to book, say, a service in Nashua 45 minutes away from the previous service in Medford.

"So considering our drive time reductions and the time we save by not having to be on the phone with customers, we save around at least 10 hours of admin work every week."

A customer success team supporting you every step of the way

When you're running a field service business with tailored software, having a customer success team by your side is priceless. It means you can accelerate the setup process and configure the system to meet your business's needs. Because Zippity is a small team, you get direct access to the software developers themself whenever you need access.

"Colleen has been a huge help," continued Phomveha. "Whenever I call with any questions, concerns, or requests, she picks up the phone every time or calls me back a couple of minutes later. She relays everything I mention back to the Zippity team and keeps the process smooth and effortless."

Zippity: the only field service operating system that puts your customers at the center of your services

Zippity's operating system is one of few built for field services. And it's the only one designed to deliver premier customer experiences that increase revenue, customer retention, and positive online reviews.

When asked about Zippity's platform, Phomveha had this to say:

> **Zippity's software can make your life easier, period. It's an absolute no-brainer. Save yourself the headache, the hassle of having to book customers, perform services, and collect payments manually. I appreciate everything the Zippity team has done and created, and business has been smooth sailing ever since I deployed their product.**
>
> **Ben Lazar, CFO & Founder of**
> **The Oil Change & Tire Guys**

"They've built something special, and I'm grateful to be using it. They have a loyal customer for a long time."