



ZIPPITY



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choose Zippity to optimize their
operations**



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Ben Lazar, the CFO and Founder of The Oil and Tire Change Guys, started his business to monetize mobile oil and tire changes. He hired expert field technicians and supervisors to oversee his day-to-day operations. However, he still needed an operating system that would reduce manual work and inefficient processes while enabling his team to deliver premier customer experiences.

“When we started this company three years ago, we used three different software systems,” recalled Lazar. “We used Invoice ASAP to generate invoices with pictures of our work, Clover POS to accept credit card payments in the field, and an online Google platform for booking appointments through our website. We were cobbling these systems together to deliver our services, and this had its disadvantages.”

Seeking an operating system customized for mobile oil changes

He sought to find a solution that would merge all the applications he needed in a sophisticated platform geared towards mobile oil changes. Zippity was the clear solution.

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I knew if I ever wanted to grow the company and get additional sales, I'd need industry-specific software for mobile services.

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Ben Lazar, CFO & Founder of
The Oil and Tire Change Guys

“I was already familiar with ServiceTitan, and I've actually used it for a plumbing and HVAC company. But it's expensive and not made for mobile oil changes like Zippity is. It's almost too robust. Being a cure-all for all types of industries, it has way too many features that are not applicable.

“I like Zippity for multiple reasons -- the MPI reports, the sales ability, the tech. I love the customer portals that streamline the whole scheduling process by giving customers the ability to schedule online and call in less. We didn't have anything like that before, and it's enabled us to take more calls. That's huge. And having everything on one platform is ideal.

"I also enjoy working with the staff. Zippity has a very mobile team and is quick to fix any issues we have or put fixes into play. For example, when we told them we do same-day scheduling, and there's no option to do this, they understood our feedback. They quickly updated their software to perform this task.

"The live tracking and the technical communication between customers and technicians are all great features. But I would say Zippity's bread and butter are the MPI reports and the ability to streamline payment systems."

Customer transparency & upsells -- made easy with service reports

Due to the size of his team, Lazar struggled to gain visibility into his technician's daily services and enforce quality. He was at the mercy of his technicians to perform correct inspections, explain the results to their customers, and follow up on scheduling and services they've recommended.

This process could be very ineffective with technicians getting distracted during busy days. That's where Zippity's multi-point inspection (MPI) service reports enable better customer transparency and communication.

"The MPI reports remove sales barriers by showing customers their vehicle's inspection results, the identified problems, and recommended services," continued Lazar. "Before, it was a complete trust factor, and customers would question if they needed a service. Now, the multi-point inspection results are simplified in a foolproof report, enabling us to sell a tremendous amount more services than we did before.

"And keep in mind that trying to upsell in the service industry is like pulling teeth. When customers book an oil change, that's all they want technicians to do. Get in, get out, do the oil change, and leave.

"By sending an email that customers can open in the privacy of their home and look over calmly, without someone breathing down their neck about what they need to do, you're creating a whole new way of selling. I've seen an immediate explosion in upsells."

“ Before, our upsell acceptance rate was not even 10%. Now it's well over 60%. This number has the potential to be even higher in the future, and we're quickly getting to that point.

**Ben Lazar, CFO & Founder of
The Oil and Tire Change Guys**

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“Recently, we even set a company policy that technicians need to create MPI reports, or it’s considered a job incomplete. Every job has to have a report with pictures and recommendations. And this has made accountability 100% better.

“It’s also helped us improve our liability by ensuring that customers know the true health of their vehicle with every service. After all, a customer will never blame you at the beginning for recommending services they need. They will blame you later if you overlooked something and failed to give your full professional opinion.”

Payment collection that’s as easy for technicians as it is for customers

Of course, having a reliable payment collection system is essential for mobile service. And Lazar was able to save time and get peace of mind knowing that he would get paid automatically and in full with every service.

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Before Zippity, one thing that was still taking too much time was collecting payments from customers and having to track them down. Zippity’s payment collection feature is a great time-saver in this function.

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**Ben Lazar, CFO & Founder of
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“I wouldn’t say that we had a massive problem with customers not paying whatsoever. We had some, but they were outliers. The issue wasn’t collecting revenue; it was just an unbelievable hassle. Trying to track customers for \$25 over and over again is very ineffective. By the time it comes to my desk, I’ve sometimes spent more than 45 minutes trying to collect it.

“This feature is not done in a lot of software. Even in ServiceTitan, we don’t get customers to input their payment information to book their appointment. And this is often required for this industry. People don’t even know what services they need at times, let alone if they can purchase it beforehand.”