



ZIPPITY



UVnGO Chooses Zippity to Deliver Excellent Automotive Mobile Service

Learn how UVnGO's car detailing spa leveraged Zippity's operating system to deliver expert automotive mobile service and unlocked company growth.



UVnGO Finds the Solution to Established Mobile Service & Scalability

Rick MacLeay founded UVnGO's auto detailing spa with a dedication to offer his customers top-rated car servicing. As an owner, he sought to reach customers and get the most out of his business investment by maximizing his company's availability and working long hours all days of the week.

Though customers were consistently satisfied with their service, scaling his business past this point was not always easy, and it became even more difficult when COVID-19 struck.

So MacLeay found a solution that would allow his business to grow and succeed during tough economic times.

"I have two facilities, and I rent them to other operators," said MacLeay. "One's a used car operator and the other's a service operator. Going into 2020, I intended to make car sales and rent them out, but then COVID hit and everything shut down.

"I had known about Zippity and was intrigued," recalled MacLeay. "There was an idea there. Let's go to the customer instead of making the customer come to us.

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"In August, I implemented Zippity's software to accelerate my used car rental business's transition to mobile service. For the first couple of months, we began operating with a one-person, one-trailer strategy. By December, I had purchased three trailers and three box trucks. We now have a crew of three techs, two who manage the service and one who does the car detailing."

With UVnGO's newfound growth, MacLeay wanted to maximize on-site appointments while maintaining an organized operation. The key to this? Zippity's mobile service management software platform prepared MacLeay's team for every vehicle they serviced.

"Zippity's customer portal establishes my garage online and provides customers with a portal they can go to within our UVnGO website when they want to schedule an appointment. Scheduling goes directly to the

software and is really intuitive, even for customers who may not be tech-savvy.”

“When customers are in the process of scheduling an appointment, the software knows what kind of car they have based on their input license plate number. The software effectively decodes the vehicle’s VIN and recognizes what recalls are there. The vehicle’s information, such as engine size and oil type, populates and is hugely efficient. Especially when I consider that when I owned dealerships, my staff could sometimes be running around trying to figure out a car’s oil type for half an hour.”

Although more appointments are great, with more bookings comes more payment and invoice processing. Unfortunately, payment for on-the-go mobile service can often become an afterthought, resulting in technicians not getting paid for the job or awkward payment collection conversations.

MacLeay can solve this problem with Zippity’s point-of-sale system, which ensures his business can collect payment, while customers get the transparency of upfront pricing based on their vehicle and chosen services.

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“As a business owner, what I like at the appointment stage is to know the customer’s method of payment,” continued Macleay. “This seems like a small thing, but it’s huge. Often in the auto industry, customers request a lot of services without realizing they may have an additional charge.

“I like that when a customer makes an appointment, we know how they’re going to pay ahead of time. I’ve been doing it for a few months now and we’ve never had difficulty with declined payments or invoicing mishaps.”

Lastly, Macleay utilizes Zippity’s fully-integrated instant communication platform to streamline essential customer communication during UVnGO’s mobile service. With Zippity, UVnGO not only builds long-lasting customer relationships but also saves significant amounts of time.

“We can communicate by email, by text or through a messaging system within the software. I use all of it. Sometimes I need to reach out to the customer to let them know we can't find them, and there are several ways for us to do that.

“The techs have an app, and the customer can GPS pin their location so the software will pinpoint exactly where their car is. This saves a ton of time. When I first started UVnGO detailing, I sometimes spent an hour simply trying to locate a car. So the GPS is a great feature Zippity has offered.”

When asked about recommending Zippity to others, MacLeay had this to say:

“I'm an independent, but I was a car dealer. Today, if I wanted to be a car dealer with a brick-and-mortar store, I would also want to go out and get more customers. I would combine my mobile and fixed operations via Zippity.

“I'm assuming that there'll be a lot of people within the automotive industry who are interested in going mobile to reach additional customers and stay competitive.

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