



ZIPPITY



**How Armor Auto Detailing uses
Zippity to engage customers
without a back office**



Customer engagement made easy in a field service business model

“Our scheduling system just wasn’t working. We just had so many problems. We would get so frustrated because it required us to pay extra as we scheduled more appointments. It didn’t make a lot of sense.”

This was the issue facing Lalo Contreras, founder of Armor Auto Detailing, a mobile detailing business in Tualatin, Oregon.

“Being in the mobile auto detailing business is a lot harder than being in a shop, just because you don't have a controlled environment.”

With over 19 years in the detailing industry, Contreras is no stranger to the everyday frustrations technicians and business owners face to accurately schedule services and effectively engage with customers. Contreras and his team found that the outdated scheduling solutions they used at the time did not account for their hectic days or the needs of their customers.

“We wanted a solution that would work for our future business growth and not just for the time being.” said Contreras.

Enter Zippity.

A solution built for on-the-go customer interactions, complicated scheduling, and unpredictable onsite service

Without the right booking solution in place, Contreras and his team scrambled to account for last-minute scheduling changes, get in touch with customers while out on the field, and collect payments.

“Before Zippity, we used two scheduling apps that we weren’t happy with. That’s when we started looking for a new solution. We were looking for a software that would not only work for the time being, but help us with our future business growth.

“Traditional scheduling apps made our lives incredibly difficult and confusing. Getting in touch with customers was always really tough when we were out in the field,” said Contreras.

Typical field service software has a lot of catching up to do to meet the expectations of modern customers. That’s why Zippity has refocused its platform on customer engagement. Its platform not only allows onsite service businesses to optimize their appointments by location, but also gives customers the flexibility to book their own services at their convenience.

Built for transparent customer experiences

With Zippity, Armor Auto Detailing discovered how to modernize their customer interactions and simplify the onsite experience for all parties involved.

“Before I started using Zippity, I struggled with booking appointments when I was out in the field. The tech app from Zippity lets me do that. I don't have to wait to book appointments until I'm back at my laptop.”

Lalo Contreras,
Founder of Armor Auto Detailing

“Every other scheduling system I used took me a long time to get used to. It would always require extra work. With Zippity, we can optimize our schedule for the estimated time a service might take and based on existing appointments,” said Contreras.

“People don't always respond to their emails right away or want to answer their phone because they're too busy doing work. With Zippity, we can send direct texts to customers, so the system just works for everyone, not just one person.”

Lalo Contreras,
Founder of Armor Auto Detailing

“The other day, I was working on two cars and the customer was too busy to meet me in person. Zippity made it easy for me to communicate with her and to charge her card after the service. The whole system makes my job run smoothly,” explained Contreras.

Keeping up with modern customer demands

Most onsite solutions lack a differentiated digital experience that wows their customers and keeps up with their changing expectations. With Zippity, Contreras and the Armor Auto Detailing team feel supported in the field with Zippity's ever-growing and future-looking toolset and customer support team.

With Zippity's support, Contreras and his team are always able to keep a pulse on how they can improve customer interactions to raise their bottom line. They can do more while they're out in the field. They no longer need to rely on heavy admin work to stay in touch with their customers, but instead, can let the system do the heavy lifting for them, even when they sleep. At the end of the day, Zippity has made Lalo's business run smoother and helped him provide better service to customers.

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The support team from Zippity and their fast communication is unlike any other field service system we've used in the past.

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Lalo Contreras,
Founder of Armor Auto Detailing

“If I didn't understand a part of the software, the Zippity support team would walk me through how to figure it out. They understand what's going on” said Contreras.

“Zippity is always evolving and getting better with time. The whole system just works for everyone and makes my job and our technicians' jobs so much easier. Plus, our customers love it because they get a transparent and easy system so we can get the job done and they can move on with their day, it's a win-win.”