



Mitchell1[®]

In your shop, at your side

Manager[™] SE
Shop Management



“With Manager SE, I have my finger on the pulse of the repair from beginning to end.”

Your Business, Your Customers and Their Vehicles

Keeping track of all the moving pieces in your auto repair business is critical to your success. That's why we designed Manager™ SE to give you a 360-degree view of your entire shop. With that kind of visibility you can manage your business operations, your customer relationships, and your repairs more efficiently.

With over 20 years of shop management software development to enhance shop productivity, we continue to make further innovations to put you in control of every aspect of your business. Manager SE leads with estimating and service advisor tools, complemented by a robust shop scheduler and crucial in-the-moment information displayed on every screen, all the way to the final invoice. With comprehensive reporting features, you can track shop performance and pinpoint areas that need improvement.

And while Manager SE is helping you run the business, it's also connecting you with your customers from the moment they bring in their vehicle. As you launch a new estimate or repair order, you also gain access to vital customer and vehicle information that helps personalize your service so your customers have an outstanding repair experience every time they visit. Manager SE will also remind you of any additional service opportunities that may have been recorded on previous service visits. The customer snapshot displays spending history, average number of shop visits per year, last visit date and lifetime dollars spent.

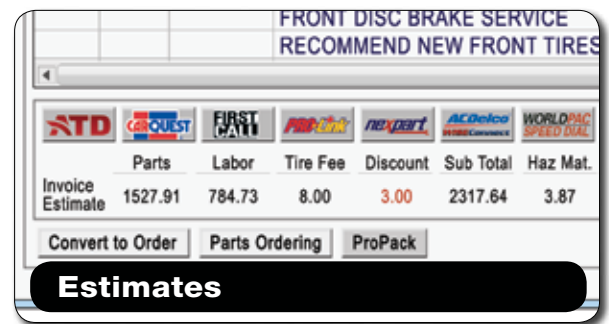
Put Mitchell 1's decades of innovation to work for you, with an integrated approach to shop management to help you consistently meet — and even exceed — your business goals.

Take the guesswork out of running your business at maximum efficiency.

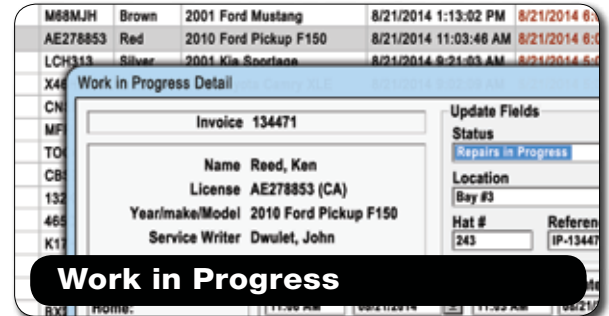
Why Choose Manager SE?

Manager SE sets the standard for shop management solutions, providing a comprehensive suite of productivity tools to help you operate your professional automotive business more efficiently and profitably:

- ▶ **Fast and Accurate Estimates** are just a few clicks away with shop-friendly parts and labor estimating tools.
- ▶ **Interactive Work In Progress Screen** gives you flexibility to search for vehicles and customers, verify payments, check gross margins, review vehicle history and understand what is happening in the bay right now.
- ▶ **Over 180 Integrated Reports** give you full visibility into all facets of your business, so you can identify profit centers and areas needing improvement.
- ▶ **User-Friendly Scheduler** makes it quick and easy to set and update customer appointments, and schedule or re-assign shop resources including technicians, bays and specialty equipment for maximum efficiency.
- ▶ **Electronic Parts Catalogs** speed up your parts sourcing and ordering process. Mitchell 1 leads the industry with an ever-growing collection of leading aftermarket parts vendors, including specialty parts and tires. Tire cataloging includes its own pricing matrix and automatic application of tire disposal fees.
- ▶ **Plate to VIN** automatically decodes the VIN from the license plate number and quickly delivers vital vehicle information such as year, make, model, engine type, service history and account details.
- ▶ **Shop Management Forum** gives you access to thousands of shops like yours in an interactive community where you can ask questions, get answers and share ideas with your peers.
- ▶ **Integration with ProDemand**® puts the most complete OEM repair information and expert-based Real Fixes from SureTrack® right at your fingertips to help you diagnose and repair cars more quickly.
- ▶ **Data Recovery** features are built-in, and your data is backed up daily. So you have peace of mind knowing that your database is protected in case of data corruption, viruses, system failure, computer theft, etc.



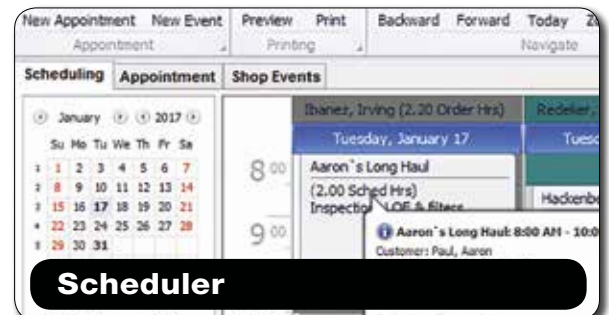
Estimates



Work in Progress



Electronic Parts Catalogs



Scheduler



Shop Management Forum



Integration with ProDemand

Optional Features & Services

Unlock the full potential of your management system with these add-ons:

- ▶ **Truck Edition** - Upgrades Manager SE to add class 4-8 vehicle models selection for Medium and Heavy Duty vehicles. Users gain all of the same efficiencies of VIN Decode and Plate-to-VIN features as they do with light duty vehicles (under 1 ton).
- ▶ **SocialCRM** - Retain current customers and acquire new ones with state-of-the-art shop marketing tools including targeted promotions, mobile-friendly email campaigns, verified customer reviews, Internet search optimization and social media marketing services.
- ▶ **Website Services** - This cost-effective solution for designing, managing and maintaining a professional business website will help you make a good first impression on potential customers, enhance your shop's brand and ensure your content is found by search engines.
- ▶ **XCharge/1stMILE** - Secure electronic payment processing made easy to help you save time and increase accuracy. We offer two great options to process credit and debit card payments directly from Manager SE.
- ▶ **ProPack** - Enhance your daily workflow with powerful communication and reporting tools. The integrated tool box allows you to text customers from the system, print oil change stickers, set appointments, customize invoices with social media icons, QR codes and your affiliations.
- ▶ **Mobile ManagerPro** - Unleash the power of your shop management system with fully-wireless functionality that lets you start multi-point inspections, estimates and repair orders on a tablet, right at the vehicle. You'll have access to all the features of Manager SE, along with vehicle photos, team chat, customizable inspection checklists, and more.
- ▶ **Accounting Link** - Save time and ensure accuracy by automatically transferring your shop's accounting and customer information from your management system directly to the most popular accounting packages including QuickBooks Online. Transmit important shop information with a single click, including: posted invoices, balances, deposits, payments and closed purchase orders.

Find more about these products at: mitchell1.com

A and J Auto Repair   
606 Washington Ave
Kent, WA 98032
(555) 555-1234
<http://www.ajrepair.com>

Hours of operation
Mon. - Fri. 8 am - 5 pm
Sat. - Sun. 6 am - 3 pm

Reviews (10) ★★★★★
Recommended 100%

Latest Reviews for A and J Auto Repair

 Don & Diane J. on 02/23/2014 ★★★★★
This business is great. They always thoroughly answer my questions and do exactly what they

SocialCRM

AUTO SERVICE Contact us: 555-555-1234

- Home
- Services
- Coupons
- Schedule Appointment

Website Services

Processing Transaction
Credit Card Purchase
00:03
Cancel

Credit Card Processing

Message Manager Pro

Customer Detail: Mobile Phone: 555-555-1234, Messages: 2, First Name: Emily, Last Name: Smith

Message Templates: 5/22/2014 1:14 PM: Hi Emily, your vehicle is... 5/22/2014 1:19 PM: Thank you, I will pick it up

Quick Templates: 0/160 Characters

Service Due: We are open until 6 PM today, so any time before then will be fine.

ProPack

CUSTOMER | VEHICLE* | ORDER | HISTORY | INSPECTION

Reed, Ken 2010 Ford Pickup F150

Odom In: 136487 Out: 136490

LABOR: A/C SYSTEM - COMPLETE CHARGE - (INCLUDES RECHARGE SYSTEM.)

- Add Canned Job (Quick)
- Add Canned Job (Category)
- Add Canned Job (All)
- Add Symptom

Mobile ManagerPro

Summary | Deposit | Export

New Activity

Unls	Taxable	Non Tax	Discount	Total
Parts	1,072.90	0.00	-43.77	1,029.13
Labor	0.00	829.50	-15.75	813.75
Sublet	0.00	0.00	0.00	0.00
Subtotal	1,072.90	829.50	8-59.52	1,842.88

PAYMENTS RECEIVED: Edit Payments, Cash: 427.21, Checks: 605.74

OTHER SUMMARY: Shop Supplies: 25.61, Sales Tax: 73.83, GST Tax: 0.00

Accounting Link

Managing Customer Service

Manager SE gives you the tools to deliver a customer experience that is second to none, so your customers return for future visits and refer your shop to others based on a relationship of trust. That translates to long-term profits and growth.

Powerful front counter tools allow your service advisors to easily build accurate and profitable estimates and repair orders: Symptoms to quickly capture vehicle complaints in “customer language,” instant access to vehicle histories, TSBs, OEM and aftermarket parts and tires, the industry’s benchmark labor database, and more. A Customer Loyalty Snapshot helps you recognize your most valuable customers right at the front counter.

Managing Repair Orders

The user-friendly Work-In-Progress “dashboard” allows easy tracking of all shop activity. At a glance, you can confirm vehicle repair status and location; press a key to open any repair order to view service details including labor operations, parts, links to diagnostics information and maintenance schedules. You have a complete picture of each current service event.

Connect to your choice of leading aftermarket parts catalogs for high-speed electronic parts sourcing, stock-checks, parts ordering with tracking and purchase order control. Manager SE automatically generates the purchase order and a visual history of the parts’ status, allowing you to track progress, control inventory and related expenses, and stay on plan.

Managing the Business

The number one goal of Manager SE is to help you meet or exceed your business goals. With over 180 integrated reports, dive into your shop’s performance across all service categories to see where you’re doing well and where you need to make adjustments. Base your important business decisions on reliable information. Enhanced reporting includes category profit summary, average RO value, invoice profit summaries, service writer performance, technician productivity, discount coupon utilization, overall business summary, inventory and purchase order reporting, along with dozens of other reporting options.





For more information:

Call us: 888-724-6742 | Visit us: www.mitchell1.com
Or find your local Mitchell 1 sales representative: www.mitchellrep.com