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Mitchell 1 Hosts Sold-Out Shop Management Workshop in San Diego

SAN DIEGO, Calif. – May 13, 2024 – Mitchell 1 welcomed a sold-out crowd of professional service advisors and shop owners at its recent spring shop management workshop in San Diego, California. Held over two days, attendees learned how to harness the full capabilities of Manager™ SE and ShopKey® Shop Management Systems to improve shop efficiency and grow their businesses.

The workshop was facilitated by Tim McDonnell, senior product marketing manager for Manager SE and Dan Johnson, product manager for Mitchell 1's management software solutions. They guided attendees through the software's functionality and new features, demonstrating how the shop management solution streamlines operations, tracks inventory, manages appointments and optimizes customer communications.

"A big thanks to all those who joined us in San Diego for our latest Mitchell 1 Shop Management Workshop. We enjoyed two days packed with lively discussions, strategies and best practices for leveraging the management system to boost productivity, efficiency and profitability," said McDonnell.

The topics discussed include:

- **All Makes Active Recalls**: An exclusive feature that allows service advisors to easily view outstanding recalls by VIN directly from the order screen, covering virtually all makes of vehicles. This feature helps shops gain additional credibility as a trusted service provider. Attendees were shown how to share these with customers.
- **Time Manager**: Provides technicians with their own work-in-progress screen displaying only their labor assignments. Completed work is automatically logged, facilitating technician productivity tracking.
- **WIP screen changes**: Enables grouping of work-in-progress screens by service advisors, allowing them to focus on their own repair orders. Customizable fonts and screen views, such as the new dark mode, enhance the user experience.
- **MessageCenter texting:** Allows users to send texts without leaving Manager SE screens with custom texting templates that leverage customer and vehicle database fields for personalized messages. Users can create template messages specific to product screens, digital vehicle inspections and service appointments.

"Regardless of how long users have been using our shop management software, they're always on the lookout for new features that will help them run their shops more efficiently," said McDonnell. "The workshop not only provided extensive classroom training, but participants got hands-on experience in our practice lab that was staffed by Mitchell 1 product specialists."

During a relaxed evening reception, attendees also learned about the Mitchell 1 SocialCRM™ shop marketing services, which seamlessly integrates with the shop management software. This new and exclusive feature within the LocalSearch services helps shops leverage Google tools, verified customer reviews and professional websites to effortlessly boost their online presence, improve search engine rankings and attract more customers to their businesses.

For more information about Mitchell 1, visit www.mitchell1.com, call (888) 724-6742, or locate an independent sales consultant at www.mitchellrep.com.

About Mitchell 1:
As a member of the Snap-on® Total Shop Solutions brand family, Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for more than 100 years. Mitchell 1 offers a complete line of integrated repair software and services, including vehicle repair information, business management and shop marketing services, to help automotive and commercial truck professionals improve productivity and profitability. For more information, visit the company's website at mitchell1.com.

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