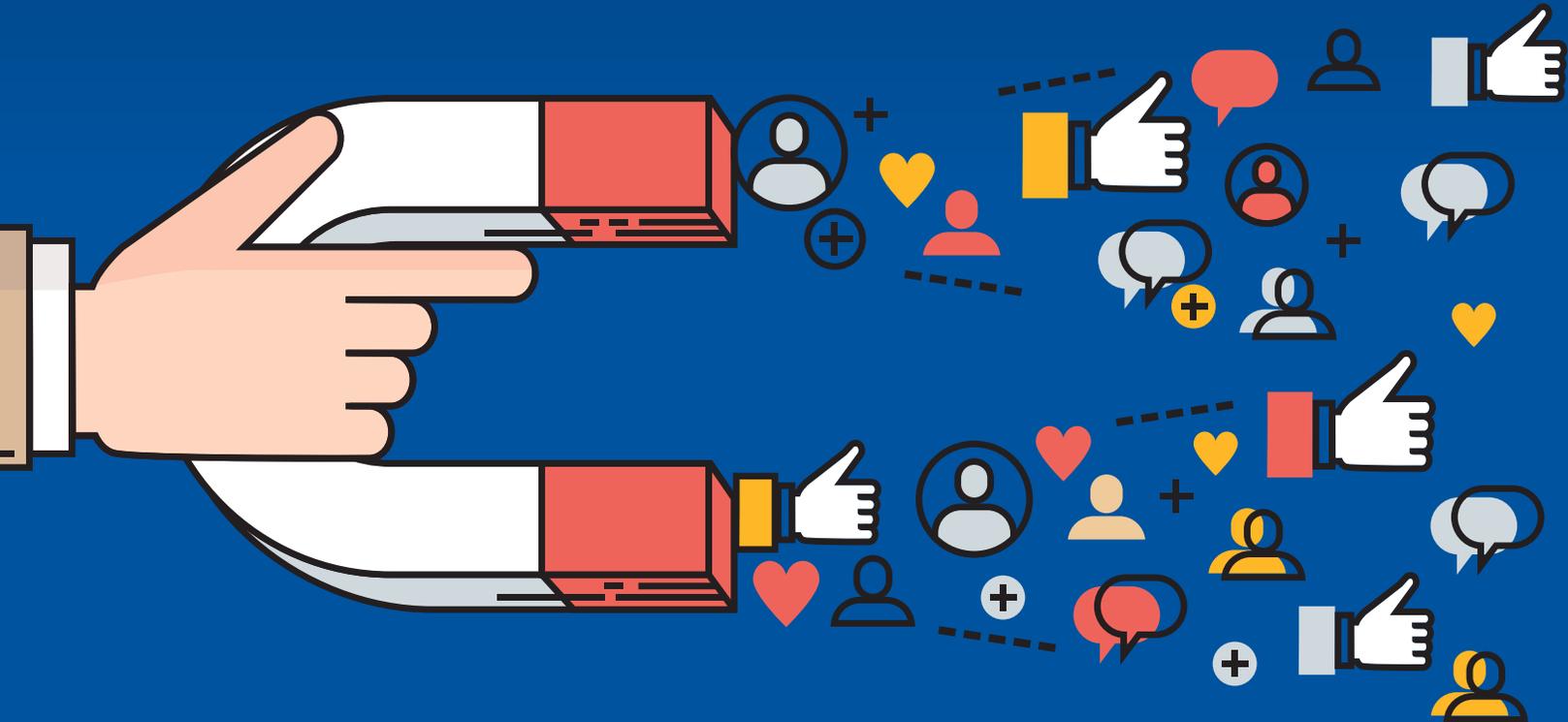


# INSIGHT



## USING TECHNOLOGY TO ATTRACT (AND MAINTAIN) CUSTOMERS IN TODAY'S DIGITAL WORLD

### IN THIS ISSUE

- Family Brand Name Lives On
- What Do Customers Think About Your Service
- An Effective Website Directs More Business Your Way



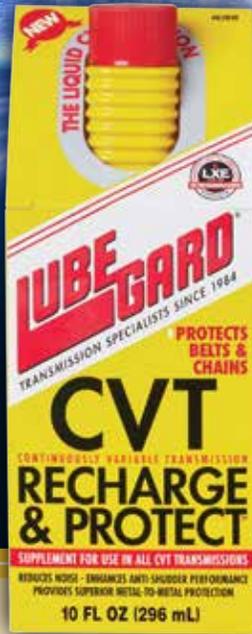
# Simplify Your Fluid Service



## PENTOSIN CHF ALTERNATIVE

**BK 765-5002**

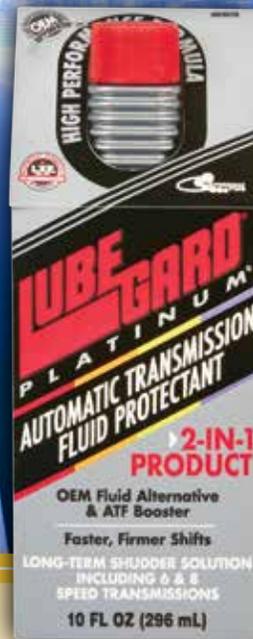
- Compatible with ALL domestic, European and Asian imports except Honda/Acura
- Suitable for use in EPS such as Nissan and Ford
- Covers all GM PSFs



## ANTI-SLIP & ANTI-SHudder FORMULA

**BK 765-5003**

- Suitable for use in all CVTs
- Provides traction and reduces slippage
- Protects belts, chains and pulleys
- Anti-foam formula



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- Can be added to GM 8-speed transmissions to eliminate TCC shudder
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# INSIDE INSIGHT

INSIGHT IS A QUARTERLY PUBLICATION  
OF TRENDS & RESOURCES FOR MEMBERS  
OF NAPA AUTOCARE.

3RD QUARTER 2021

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# Meet Your NAPA AutoCare Advisory Council Members

## What is the NAPA AutoCare Advisory Council?

AutoCare Centers selected by Division Vice Presidents, and the reigning NAPA AutoCare Center of the Year, meet twice a year at NAPA Headquarters to review the AutoCare program. All existing and potential programs are fully vetted through this group of members. The NAPA AutoCare program is truly built by members, for members.



**Mike Detor**  
Detor Automotive  
Fulton, NY  
Eastern Division

**Mike Scaglione**  
Arrowhead Alignment & Auto  
Virginia Beach, VA  
Mid-Atlantic Division



**Justin Fricke**  
CarTime Auto  
Service Center  
Dundas, MN  
Midwest Division



**Jeff Whitaker**  
Whitaker Auto Repair  
Grand Island, NE  
Midwest Division



**Doug Lietzke**  
Octane Garage  
Gillette, WY  
Mountain Division

**Mike & Jennifer  
Baggett**  
Pro Automotive  
Services  
Woodriver, IL  
Southeast Division



**John Herring**  
Stamps Auto  
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**Richard Brauer**

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# Family Brand Name



**“Identifying ourselves as a NAPA AutoCare creates instant recognition for the average consumer, and that’s why it’s so important for our growth,” explains Debbie Nol, business manager at Arie Nol Auto Center, the shop her husband Jeff’s father opened in 1976, in Kentwood, Michigan, outside Grand Rapids.**

Taking over a family business, as Jeff and Debbie did, is a weighty responsibility. On top of the usual concerns about sales and profitability, the couple wanted to honor what Jeff’s dad, Arie, had built — including the brand name.

When Arie Nol Auto Center opened in 1976, the era of big box stores and proliferating chains was barely a blip on the horizon. By 2000, when Jeff and Debbie officially took over, the landscape had altered dramatically. And the big box trend has only gained momentum since then.

“Now, it’s just crazy town with the chains and big box stores,” marvels Debbie.

In today’s retail environment even a strong independent brand like Arie Nol faces powerful headwinds trying to gain the attention and trust of local consumers.

That’s why the NAPA AutoCare PROimage co-branding program was created. Co-branding is all about promoting the member shop’s independent brand together with the NAPA AutoCare brand — making each brand stronger.

The Nols opted to give PROimage co-branding a shot several years ago when it came time “to freshen up our exterior,” says Debbie. “We added a large sign with both the Arie Nol name and the NAPA AutoCare logo on the front of the building.”

From there, they quickly discovered all the ways co-branding made sense for Arie Nol Auto Center, starting with the most obvious: brand recognition and marketing.

The NAPA brand has long been synonymous with quality auto parts and quality auto repair. And NAPA HQ promotes the brand consistently with everything from prestige racing sponsorships to digital advertising to radio and TV.

“NAPA is committed to marketing. And they make sure the name, and the quality and value it implies, are well known,” Debbie explains. “And that includes AutoCare shops.”

## **The Co-Branding Competitive Edge**

In fact, when AutoCare members fail to take advantage of this type of national brand recognition, it’s like leaving money on the table.

Apart from brand recognition, the Nols discovered using PROimage, and now PROoffice, is also simple and cost effective.

In today’s retail environment even a strong independent brand like Arie Nol faces powerful headwinds trying to gain the attention and trust of local consumers.

# Lives On



“NAPA makes it easy to have attractive, branded items to promote our business,” Debbie says.

Through PROimage and PROoffice, AutoCare members can access everything from interior and exterior signs to paint schemes to uniforms to ASE posters, key pick-up systems and more.

“We just ordered one of the new NAPA swing signs and we’re really excited about it,” says Debbie. “We’ll be able to move it around and put different messages on it like ‘We’re Hiring.’”

During the summer months, they place Peace of Mind Warranty feather banners near the entrance.

Co-branding isn’t just for the outside of the seven-bay facility. The Nols shop features a customer lounge and a customer service area both outfitted with co-branding materials.

While the lounge has not been in use during the pandemic, it was designed for maximum comfort with WiFi, locally roasted coffee from Grand Rapids Roasters, snacks, cable TV and reading materials including NAPA AutoCare literature.

Debbie also orders the Kids Corner Kit, containing coloring books, crayons, games, puzzles and activity pads, from PROimage, to help busy parents keep the little ones entertained.

NAPA Sales Drivers are promoted throughout the customer areas as well as on the NAPA SmartSign digital menu board. Not only does the digital menu board present a polished, professional look, says Debbie, “It plays cool videos that educate our customers about the services we’re recommending.”

## Key Boxes a Big Hit

The most unexpected co-branding hit so far has been the shop’s key pick-up box and key drop-off box.

“We weren’t sure about ordering them, but we decided ‘let’s try it,’” Debbie says. “Then Covid hit and they turned out to be a lifesaver.”

The NAPA-exclusive Key Pick-Up Box comes fully assembled with four door compartments, allowing customers to securely pick up or leave their vehicles after hours or anytime.

“The biggest thing for us is that people felt pressured to get here by 5:30 when we close,” explains Debbie. “They would ask us to leave the keys in the car which is always a risk. Now customers say, ‘Just throw the keys in the box.’ They’ve gotten used to it and they love it. It’s more convenient and more secure for our customers and for us.”

What’s more, she continues, when the pandemic forced them to adopt a no-contact protocol, the key boxes “were possibly the most important part of creating a seamless, no-contact experience.”

From getting the attention of local consumers, to customer comfort, education, convenience and safety — co-branding is proving to be an all-around winner at Arie Nol Auto Center. And that means a lot to Jeff and Debbie especially now that their son Cameron has joined them in the family business. No doubt founder Arie Nol would be proud.

*For more about PROimage, click PROimage on the member page at [napaaautocare.com](http://napaaautocare.com).*

*For more about the NAPA Key Pick-Up Box, visit [napaaautocarepro.com](http://napaaautocarepro.com). Or, click PROoffice on the member page at [napaaautocare.com](http://napaaautocare.com).*

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# Local Consumers Are Online And So Is Burt Brothers

“Ten years ago a customer would call the shop when they were unhappy; today, they post online,” says Brandon Burt, one of five family co-owners of Burt Brothers Tire & Service with 13 locations, plus a fleet center, in Utah.



**Burt represents a new face of shop ownership — young and digitally savvy — that’s shaking up how shops interact and engage with local consumers.**

“Even if you don’t live on social media or online, your customers do,” says Burt. “I hear people from a different generation talking at conferences, wondering if they should try social media or digital marketing. I think to myself, ‘How can they not be doing it...that’s where their customers are?’”

Burt is right. Facebook, Twitter, Google, Yelp and YouTube are home turf for local consumers, especially millennials and Gen Z.

That’s why Burt Brothers, a 2020 Top Shop Finalist at Tire Review magazine, has established a hefty online presence.

Initially, Burt handled everything himself. “It was really hard taking care of all the reviews and trying to post things,” he says. “On top of everything else I do each day, it was too much.”

When they heard about Optimize Social Media, they decided it was worth a try. They also knew how important it was to get it right.

They weren’t disappointed. “It’s what they do, they’re experts,” explains Burt. “They offered everything we needed.”

And Burt does means everything. Optimize offers a full roster of

professional digital management services including ensuring your shop can be found easily in online searches; reputation protection; reaching and engaging consumers through skillful use of social media; plus, photo-video packages and more.

Fact: Most consumers do a discovery search when looking for car service-repair. Social media posting boosts search results, so a shop turns up more frequently in search listings. Consumers also put stock in online reviews and comments — making it all but essential for shops to pay attention or potentially pay a penalty.

Optimize Social Media's Core package includes full online rebranding and data clean up; posting, comments, reviews and reporting for Facebook, Twitter, Yelp and GoogleMyBusiness; as well as a Facebook ad budget and event creation; YouTube support and a united product and pricing strategy.

In fact, AutoCare members can choose plans ranging from minimal to maximal.

For example, with the Opt-In plan members can share NAPA AutoCare national Facebook content on their own Facebook pages which enhances their number of posts, increasing the social engagement that drives traffic to the member's business site.

And BDGs enjoy their own special Facebook plan.

**Fact:** Most consumers do a discovery search when looking for car service-repair. Social media posting boosts search results, so a shop turns up more frequently in search listings.

### 'Game changing'

"Before we started using Optimize, we weren't great with reviews," Burt admits. "We only replied to the bad ones. Now, Optimize monitors all our reviews, and they thank people for good reviews, too. And when we get a bad review, they contact us. That allows us to follow up with the store manager to find out what happened so we can make sure the response is more personal."

On top of no longer shouldering the responsibility for creating posts, Burt also appreciates that he doesn't have to worry about posting anything that may inadvertently offend or cause unforeseen trouble, he says.

In fact, he continues, Optimize handles their business with great care. "They always ask, 'What do you think?' before posting anything for us. After a while they get to know you and what you stand for so the process runs like clockwork."

Burt Brothers shares a challenge with the rest of the industry: finding good employees. Their response is predictably digitally driven. They regularly run "Now Hiring" posts on Facebook and Twitter. "It's another way to touch people and start some word of mouth...the person who saw it will tell a friend or relative. It works," says Burt.

For Burt, professional digital and social media management services are a sound financial investment.

"It's measurable unlike a lot of advertising. As shop owners, it's easier to spend money when we can measure things," he says. What's more, he continues, "If we didn't do it, I'm sure it would affect our bottom line in a negative way."

Burt Brothers mission is "Do It Better." And Optimize Social Media has been "game changing," for the growing company, says Burt, who's dad Ron founded the business along with his brother Wendel in 1991. In 2018, Brandon, his brother Cory, and Wendel's

sons Jake, Jason and Jeremy officially took the helm.

"None of this even existed in our dads' day. This is something our generation started, and we know we have to do it," he continues.

And doing it right requires a partner you can have faith in, Burt says. "Optimize has the experience and knowledge. Just like we want our customers to trust us, we know we can trust them."

For those still on the fence about communicating with local consumers online, Burt turns to a simple analogy. "Just like you shut your garage, lock the door and turn out the lights at night — you wouldn't consider not doing it — in today's world, you have to engage with people online."

*For more information, visit [napaautocare.com](http://napaautocare.com), click the Marketing header on the member page then select Optimize Social Media or call 1-844-676-NAPA.*

*Top right: Graph showing the impact digital efforts have on consumers finding stores. After products and services are uploaded Burt Brothers typically sees a very large impact, specifically on how their listing is found when a consumer searches one of the three types of searches:*

- Direct – when a consumer searches the business by name or address.
- Discovery – when a consumer finds a listing based on searching a product or service.
- Branded – when a consumer finds a listing based on searching for a brand associated with the business.

*Bottom row left to right:*

- Tweets are utilized by Google to help narrow down search results and push listings higher.
- Google search results for Burt Brothers.
- Reels page on Instagram makes the brand accessible to users on all platforms.
- Product section of customer-facing Google listing.

ORGANIZATION  
Optimize Social Media

**Burt Brothers Tire & Service**  
204 E 300 S  
Salt Lake City, UT 84111

- Home
- Posts
- Info
- Insights**
- Reviews
- Messages
- Photos
- Bookings
- Products
- Services
- Website
- Users
- Create an ad

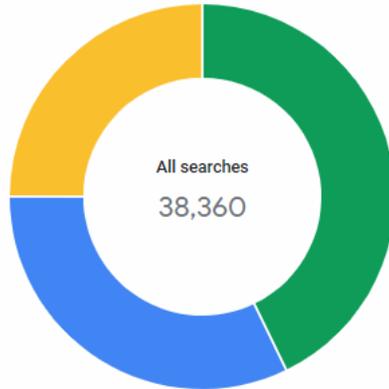
Your insights are moving

Your metrics will move to a new-look report. Search queries are visible, and more metrics will be added in a few months. [Learn more](#)

[See new profile performance](#)

How customers search for your business

1 month

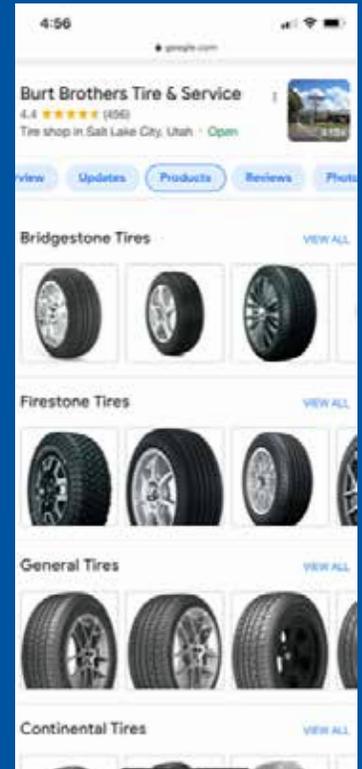
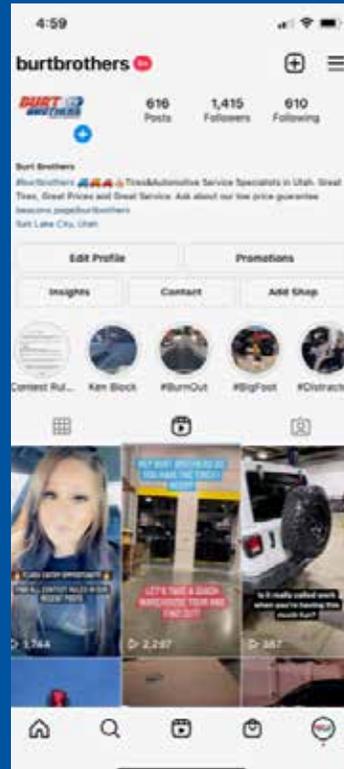
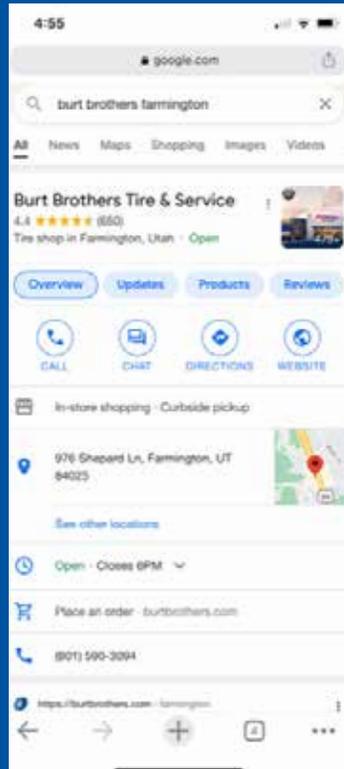


- Direct**  
People who find your Business Profile searching for your business name or address
- Discovery**  
People who find your Business Profile searching for a category, product, or service
- Branded**  
Customers who find your listing searching for a brand related to your business

[Promote your business in minutes](#)  
Show up more when people search for what you offer

[Start advertising now](#)

Where customers view your business on Google





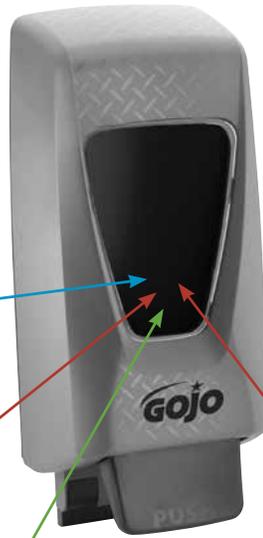
# GET CLEAN!

## NEW HAND CLEANING SOLUTIONS



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A unique blend of cleaners and skin conditioners that is fast and effective for removal of oil, grease, paint and adhesives.



NCB 7200

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- NCB 7290
- NCB 7265



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### GOJO® SCRUBBING TOWELS

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NCB 6380





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Gentle on Skin



NCB 9113

NCB 912428CMR



### 270 CT CANISTER

Durable, non-linting wipes that kill 99.99% of most common germs that may cause illness.

NCB 9113

### 20 CT FLOW PACK

On the go sanitizing that can be used for a quick clean-up when soap and water are not available. Kills 99.99% of most common germs that may cause illness. Great for use in the car, pickup truck or utility vehicle.

NCB 912428CMR

# What Do Your Customers Think About Your Service?

With the free **ASK LISTEN RETAIN** Customer Service Index, NAPA AutoCare Centers can find out what they're doing right, and where there's room for improvement, to better ensure consistent, top-quality service and five-star ratings.

**“You can please some of the people all of the time, you can please all of the people some of the time, but you can't please all the people all of the time.”**

Poet John Lydgate wrote this statement nearly 600 years ago, and you know it's still true today. Unfortunately, whether it's perception or reality, stuff happens. Despite the best efforts of you, your Service Advisors, your Technicians, and the rest of your team, you're probably not going to make every customer happy every time. In the end, it's what you do about it that matters.

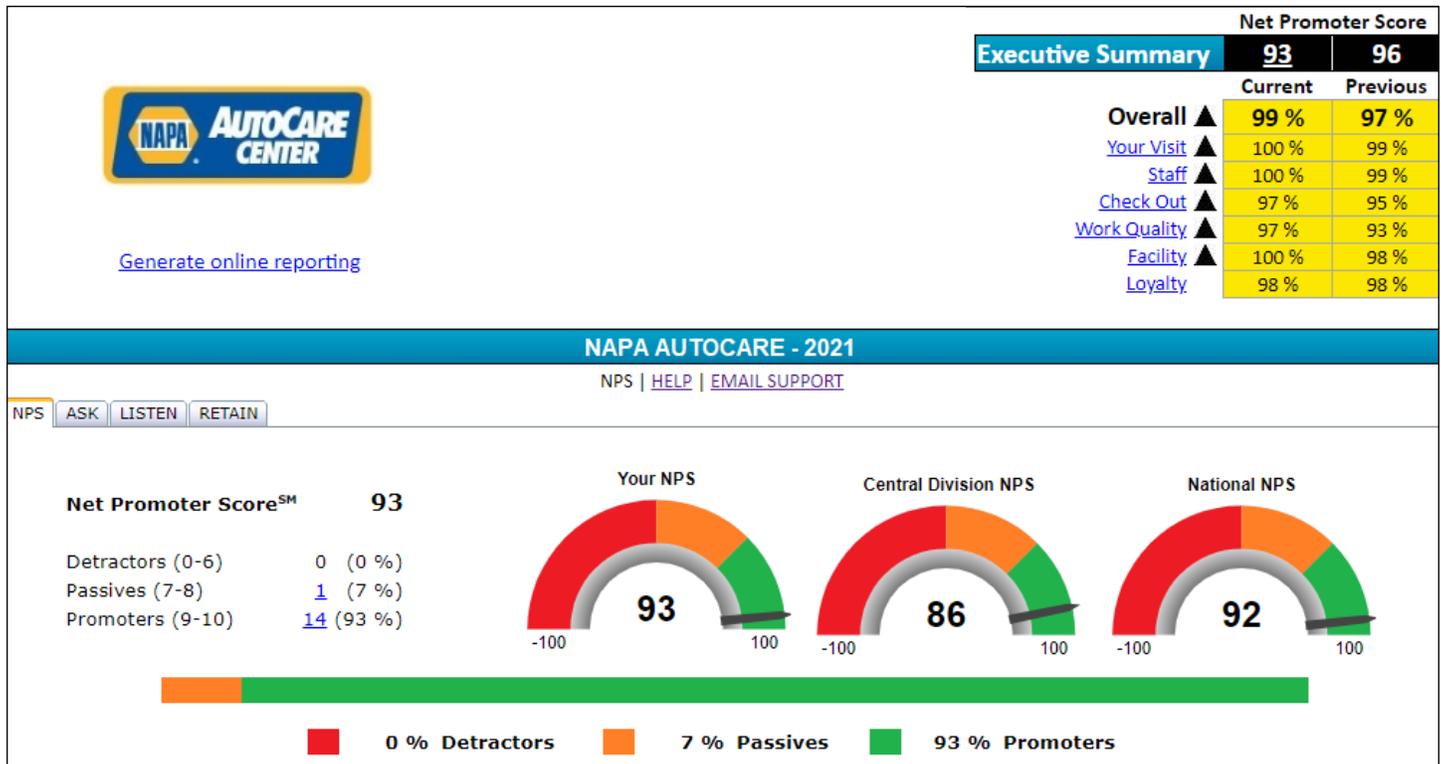
And it really does matter. A dissatisfied consumer will tell as many as 15 people about the experience—but more than 95 percent won't ever tell you, and more than 90 percent will never come back.

So how can you find out what customers think about your service, when so many unhappy patrons simply disappear? It can be as simple as asking, which is both easy and free with the ASK LISTEN RETAIN Customer Satisfaction Index platform available to all NAPA AutoCare Centers.

## How Does Your Service Measure Up?

“Our ASK LISTEN RETAIN program is aimed at gauging customer satisfaction, building customer loyalty, and enabling customer retention in the automotive repair industry,” said owner Peter Kmyta.

Through posters and invoice stickers included in the program materials, email or text messaging after closed repair orders, and Facebook links, customers are encouraged to complete



**KNOW THE SCORE.** Using the Net Promoter Score calculation, the Customer Satisfaction Index survey asks customers to rate your business on an 11-point scale about the likelihood of their recommending it to a friend or colleague.



Peter Kmyta, Owner of ASK LISTEN RETAIN Customer Satisfaction Index

their choice of five quick questions or a full 30-question survey, with the chance to win up to \$100 every quarter. And the questions cover a wide range of customer touchpoints.

“Especially in auto repair shops, where the situation could be highly emotional and stressful for the vehicle owner, customer satisfaction is so much more than just getting the lowest-priced service,” Kmyta said. “It’s also about the check-in process, the facility, the Service Advisor, the quality of the work, the communication, the check-out process, and the extras that make a customer comfortable.”

The platform uses the Net Promoter Scoring system index to measure customers’ willingness to recommend your NAPA AutoCare Center to others, which indicates satisfaction with your service and loyalty to your company. It also compares your shop to others, both locally and nationally.

“The feedback empowers businesses in systematically gathering, analyzing, and using the information to enhance

customer satisfaction and address any service-related issues,” Kmyta explained. “The three-part process—ASK, LISTEN, RETAIN—means no customer concern falls through the cracks. Data is entered into a closed loop system and presented live, 24/7, on a private shop portal, with question-by-question responses. Each customer concern triggers an email to the shop for immediate attention. The shop also receives immediate notification of customer compliments, and those happy customers are encouraged to spread the positive reviews on Google and Yelp with a single click.”

Positive or negative, the feedback is critical to ensuring consistent, top-quality service.

“That customer feedback tells us what we are doing right, and what we can improve on,” said Travis Richardson, owner of Travis’ Auto Service in Fort Wayne, Indiana, who started using the Customer Satisfaction Index in 2020. “We don’t pay to advertise—our advertising is all word-of-mouth referrals, so it’s important to know what our customers are saying. From the roughly 50 customers a week who have the opportunity to complete the survey, we receive between five and 10 responses. The company helps us analyze and act on those responses by providing flow charts we can follow in response to the feedback. The negative feedback we’ve gotten is generally around lack of parking, which we can’t do much



**Left:** Travis Richardson, owner of Travis’ Auto Service says, “When you treat customers right, they will come back.” **Middle:** Robert Smith, Technician, is pictured replacing a wheel bearing. **Right:** Technician Ramon Gonzalez is testing HVAC actuators under a dashboard.

about, or that we are scheduled out too far, and we're working to remedy that. It takes time, because we don't hire just anyone; we want people who have the same high-quality mindset as we do. We're gratified to have heard that most customers view us as friendly, helpful, and honest, with a good atmosphere and reasonable prices!"

### Aim for the Five-Star Reviews

Understanding and acting on the insights gained through the survey is important not only to fostering current customer relations, but also to building the business for the future.

"Feedback that tells you what a customer liked and what was missing in the experience is gold," Kmyta said. "A positive comment builds loyalty, credibility, and staff morale. A negative comment points to doing things better and gives you an opportunity to make things right with the customer and retain their business."

And that retention is, of course, key to success.

"It's more cost-effective to retain customers than it is to get new ones," Kmyta said. "By keeping customers happy, businesses ensure that they reap the benefits of any promotions to get new customers into the store, and that they profit from those customers' future purchases. If you allow unhappy customers to walk out your door, you are literally handing them to your competition—forever. That is years of sales out the door from that customer, plus the 15 people that customer is likely to tell about the experience, and the thousands who might read the customer's scathing online review. But 95 percent of complaining customers will do business with you again if you resolve the complaint quickly. Even better, customers who get their issue resolved will tell four to six people about their experience."

Particularly with the increasing value shoppers are placing on online reviews, encouraging customer comments through a platform such as ASK LISTEN RETAIN can become the lifeblood or death knell of your NAPA AutoCare Center.

"You can't afford to ignore your customers concerns and risk losing them," Kmyta said. "The last thing you want is negative feedback going viral. Five-star reviews are more crucial than ever. Positive online reviews from satisfied customers can bring people into your business and strengthen your credibility. They are like mini-marketing campaigns, but maybe even better. A customer looking at a marketing campaign knows it is carefully curated and planned, but a positive review on Google is a real-life person who had a great experience and was thrilled enough to talk about it online. Positive feedback is the heartbeat of your business."

**CSI PROGRAM ENROLL TODAY!**  
Customer Satisfaction Program

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**To Enroll In NAPA AutoCare CSI**  
• Visit [www.NAPAAutoCare.com/Marketing/Customer Satisfaction Index \(CSI\)](http://www.NAPAAutoCare.com/Marketing/CustomerSatisfactionIndex(CSI))

**Your NAPA CSI Enrollment Kit Includes:**  
• 300 Customized Invoice Stickers and a Lobby Poster which direct customers to log in to [www.MyAutoCareSurvey.com](http://www.MyAutoCareSurvey.com) and complete a survey online

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### How to Enroll in the Customer Satisfaction Index

"Asking customers about their experience will ensure they are feeling heard, and as a result, they'll likely think of you when they need service," noted Peter Kmyta, whose company, ASK LISTEN RETAIN, administers the free, automotive-specific survey and provides results through the Customer Satisfaction Index. It's integrated with automotive aftermarket programs including AAA reporting, KUKUI and MechanicNet customer relationship management systems, NAPA TRACS, NAPA Digital Menu board, and the NAPA app.

- To learn more, visit <https://asklistenretain.com/>.
- To sign up, enter your CM# and email address at <https://surveys.asklistenretain.com/s3/NAPA-AutoCare-Registration>, and your free media kit will arrive within two to three weeks.

**Complete a Survey Today for a Chance to Win This Gift Card!**

As an appreciation to our customers, every quarter we will give away a select number of **\$100 and \$50 gift cards.**

To register for your chance to win, simply complete a short survey at [MyAutoCareSurvey.com](http://MyAutoCareSurvey.com)

**WINNING CUSTOMERS.** NAPA AutoCare Centers encourage customers to complete The Customer Satisfaction Index survey and earn the chance to win a gift card for as much as \$100.



# TEMP PRODUCTS



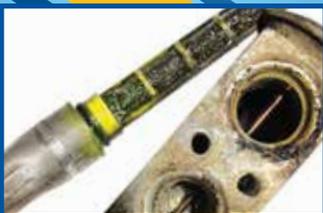
## FIX IT *RIGHT*, FIX IT *ONCE*

NAPA® Know How means understanding what it takes to do the job right. With NAPA® Temp A/C Kits you get all the parts you need to perform a basic compressor repair, and when you upgrade your A/C Kit purchase to include the condenser, NAPA® Temp has your back with a lifetime warranty\*!

And now, for a limited time, you can save \$25 instantly when you purchase a NEW NAPA® Temp A/C Kit and \$50 when you include a NAPA® condenser with your NAPA® Temp A/C Kit purchase! See the chart below for promo code details.

Line	Purchase Requirement	Value	Promo Part #**
ACK	NAPA Temp Basic A/C Kit	\$25	ACKIR25
ACK	NAPA Temp A/C Kit plus Condenser	\$50	ACKIR50

Instant rebates available May 1, 2021 through August 31, 2021



The expansion device meters refrigerant flow to the evaporator. Orifice tubes must be replaced and expansion valves must be cleaned or replaced.



Accumulators and filter driers trap moisture and contaminants removing them from the A/C system. This component must be replaced.



Some hose assemblies contain filters and/or mufflers which can be clogged with debris. These types of hose assemblies must be replaced.



Modern condensers have compact tubes with narrow passageways which cannot be flushed. Replacement is recommended for 2002 and later applications.

\*Valid through participating NAPA® Temp distributors. Proof of sale necessary. Purchasers not set up to purchase NAPA® A/C kits may still be eligible by work order or invoice showing sale of NAPA® Temp (TEM) New Compressor, Accumulator / Filter Drier, Expansion Device, NAPA® Condenser and DURA II or TEMP Select™ flush with same date of purchase.

\*\*Instant rebate is available May 1st, 2021 through August 31st, 2021 to authorized NAPA Dealers only. NAPA Temp A/C kit and NAPA condenser must be installed on the same vehicle and both parts must appear on the same Vehicle Ticket/Work Order. Instant rebates apply only to NAPA TEMP A/C Kits; all other NAPA A/C brands are exempt from this promotion. Qualifying part number (ACKIR25 or ACKIR50) should be entered at the point of sale. Not valid with any other offer. One rebate per vehicle.



# DVI Helps Drive Shop's Success with High Tech, No Contact Service

**Thanks to technology, consumers today can shop, conduct business, and even have their car service and repaired without going into a store, workplace, or automotive repair shop.**

**NAPA Gold Certified AutoCare Center owner David Waits said technology makes it possible for his customers to have a completely contactless experience at his shop, Japanese Automotive Service in Hilliard, Ohio. That was especially beneficial during the pandemic.**

"I locked our front door at the beginning of April 2020. Everything from vehicle drop-off and pick-up to

digital vehicle inspections (DVI), approvals, invoicing, and payments were all contactless," he said. "Having tablet-based inspections from AutoServe1 has been invaluable. DVI has certainly helped our business and maybe even saved last year for us."

Even though the worst of the pandemic seems to be over, Waits said digital vehicle inspection is not going away.

"The first time we used it was on a new customer's vehicle. She knew her car needed work but she didn't really know what was wrong with it. We completed the digital vehicle inspection and texted the report to her along with an estimate. She approved every service requirement. We've been using it ever since on every vehicle that comes into our shop."

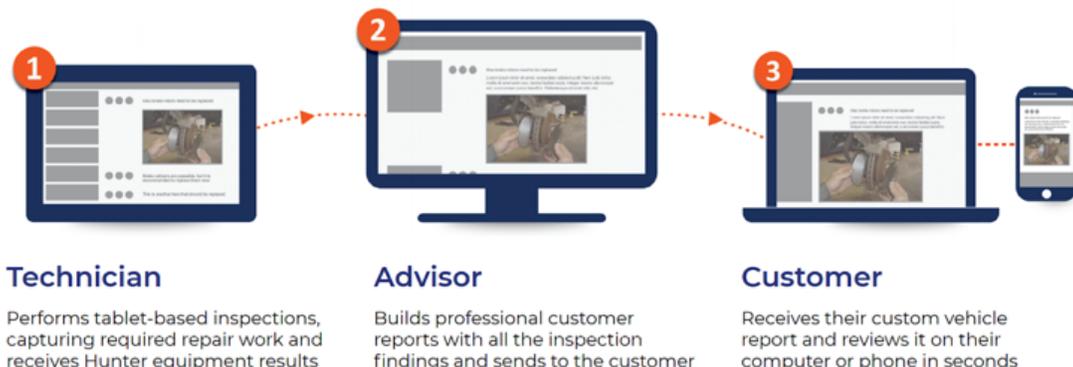
## **Customers Receive All of the Information with None of the Contact**

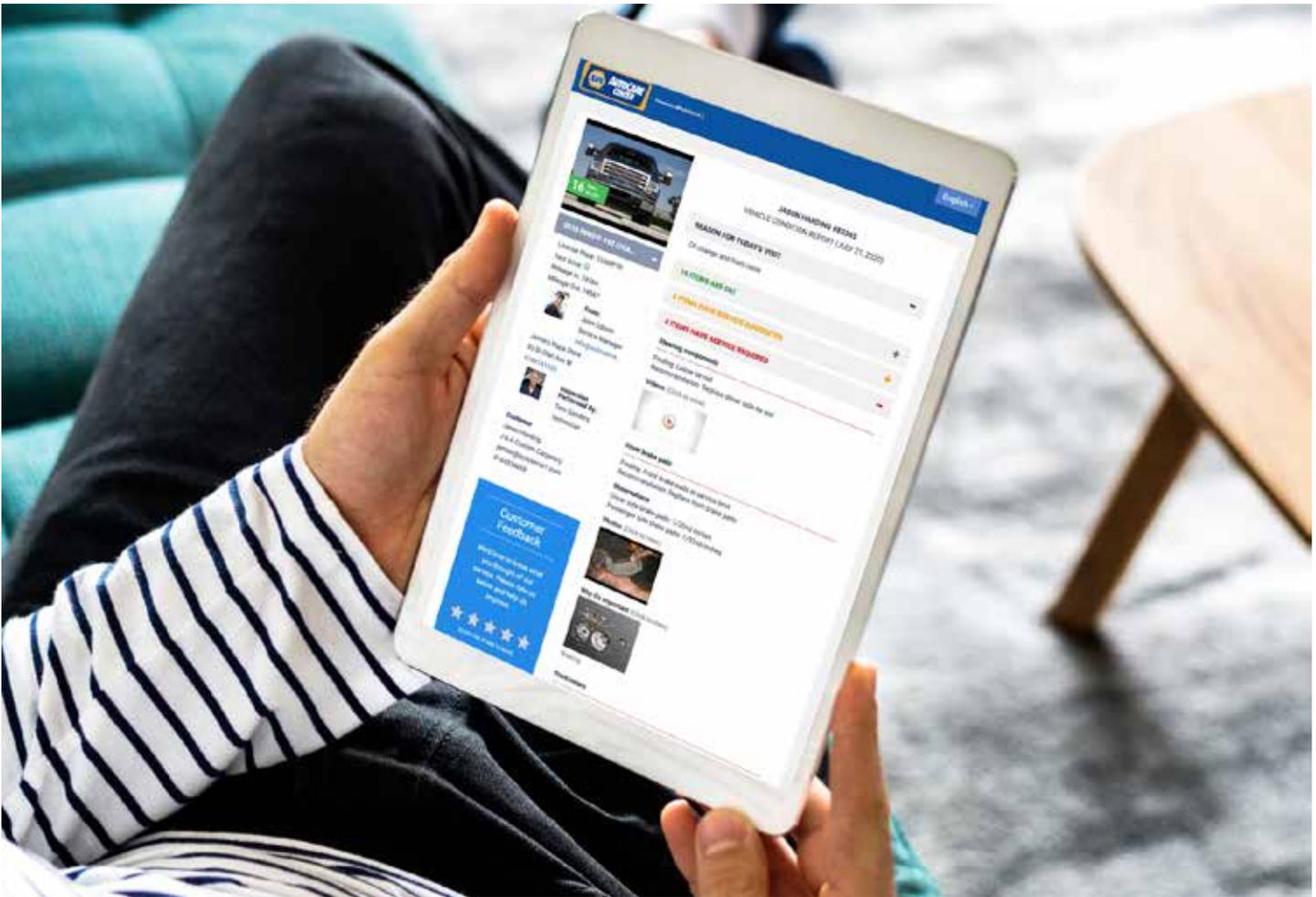
With DVI, customers don't need to be standing in front a service advisor to receive an explanation of the vehicle inspection. That's because DVI report shows all the inspection items three ways: the items that are okay, the ones that have service suggestions, plus any that have service requirements. The customer also sees a photo of the technician who performed the work. Any service requirements include exactly what's recommended to fix the problem as well as a picture of the part and even videos. It's all about transparency.

Because AutoServe1's digital inspections integrate with TRACS

## How AutoServe1 Works

Digital inspections with photos increase trust with your customers. Advisors have an easier time selling work when customers can see what technicians see. Repair shops using AutoServe1™ see an **increase in their average repair order of 15% or more.**





Text or email customers a DVI inspection report. To see an inspection report from Japanese Automotive Service, visit this interactive link: <https://app.autoserve1.com/report/vcS6aJ4ggC7ZJqMwA>.

Enterprise, TRACS starts building an estimate as soon as the tech enters a service requirement. Once the inspection is complete, the results, along with an estimate, can be sent by text or email to the customer, using images and video to educate that motorist about needed services. Customers can then call or text the shop to discuss or approve the service. Upon completion of the repairs, the invoice can be sent via the DVI app and payment made online.

“We’ve been having more ‘conversations’ with people via text rather than phone calls or email because it’s easier and faster for everybody,” said Waits. “My initial feeling was that texting

isn’t personal, but customers actually prefer it. They can look at a text and respond while they’re in a meeting at work or busy doing something else. We get lots of ‘instant’ approvals that way.”

Text messages have an added benefit. With texting there’s no chance a customer doesn’t quite understand or remember what a technician or service advisor has explained. Sending the information from the shop directly to the customer’s phone eliminates any chance of miscommunication.

And like a normal text message, the AutoServe1 software stores text history so shops can keep track of all customer correspondence. That comes in handy

Once the inspection is complete, the results, along with an estimate, can be sent by text or email to the customer, using images and video to educate that motorist about needed services. Customers can then call or text the shop to discuss or approve the service.

.....

## DVI MAKES LIFE EASY FOR EVERYONE

- **Technicians** train in 20 minutes and increase workflow consistency.
- **Service advisors** build estimates while technicians perform inspections.
- **Customers** make informed decisions from their home or workplace.
- **Owners** build trust and relationships with customers by providing clear service recommendations.

when a shop owner needs to verify customer feedback or check in on the shop's workflow.

DVI also helps shop owners manage their shop more efficiently. AutoServe1's DVI solution is customizable to match your inspection workflow, so technicians can work effectively and efficiently on every vehicle.

### **DVI Increases Sales and Builds Trust**

"When that first customer approved every service requirement, it really hit home for everybody in our shop about

the importance of doing a quality inspection and letting people know what's going on with their car," said Waits. "We continue to use DVI on every vehicle that comes into the shop. Customers definitely like it. DVI is totally worth the investment."

Digital vehicle inspections have been shown to increase a shop's ARO. In fact, studies show DVI increases sales by 22% per vehicle. But Waits said even more important, digital vehicle inspections build trust.

"Since customers couldn't come into the shop and see the problem with their

car during the pandemic, DVI was a huge help. The pictures and videos we sent by email or text, helped us give customers peace of mind. We didn't just tell them what needed to be repaired, we were able to show them without them even being here," Waits explained. "It's the kind of thing that builds confidence, especially with new customers."

In addition to those immediate "YESes," we receive," Waits added, "DVI includes service recommendations which help us sell work that needs to be done in the weeks or months ahead.





## NAPA Service Assistant at Work Wherever Customers May Be

Maybe there's some wear and tear on the brake pads, for example. It's not a problem right now, but will need to be taken care of down the road. So, when it time's for that service, it's almost certain the customer will come back to us. Selling future work is just as important to the continued success of our business as the immediate dollars."

Building trust is important in an industry that has sometimes had an unfavorable reputation, often due to lack of customer visibility in the repair process. Digital vehicle inspection changes all that.

Consumers today are looking for shops that do honest, quality work they can trust. That's what DVI delivers. It adds value to your AutoCare Center and dollars to your bottom line.

Waits said, "If you're not using DVI already, now is the time to start."

The NAPA Service Assistant is a free tool for NAPA AutoCare Centers that gives customers a visual explanation of service recommendations wherever they happen to be—whether it's in the AutoCare Center, at home, at work, or anywhere else. In the shop, the advisor can show customers videos at the service desk or on the shop's SmartSign in the lobby. Videos can also be viewed on the shop's website from the customers' own mobile device or computer.

All content was developed by a team of NAPA AutoCare owners, Autotech training instructors, product managers, and supplier representatives who spent hundreds of hours identifying the topics to be addressed and how they impact motorists. As a result, the NAPA Service Assistant videos highlight common failure points of the involved systems, explain best service and repair practices, and outline the benefits gained when motorists choose to perform the needed work.

Shops can customize their NAPA Service Assistant by adding information such as address and phone number. It's also easy to:

- Share subject-specific information through social media posts, QR codes, and emails to customers.
- Manage content, including special offers.
- Add the shop's own articles, or edit the weekly articles to boost SEO rankings.

The NAPA Service Assistant is one more tool AutoCare Center owners have to educate drivers and increase AROs whether or not the customer is in the shop.



# STRONGER. SAFER. SMARTER.

## High-Performance Parts Washing with No Hazardous Waste



Bioremediation Technology



No Hazardous Solvent Disposal



GHS Non-Hazardous



Safer for the Environment



Lower Operating Cost  
**NO SERVICE CONTRACTS**



Safer for Employees



Non-Flammable



30 Day Trial Available. See your CRC or T&E sales rep for details.



BEFORE



AFTER

Part No. SW SW423



### FEATURES:

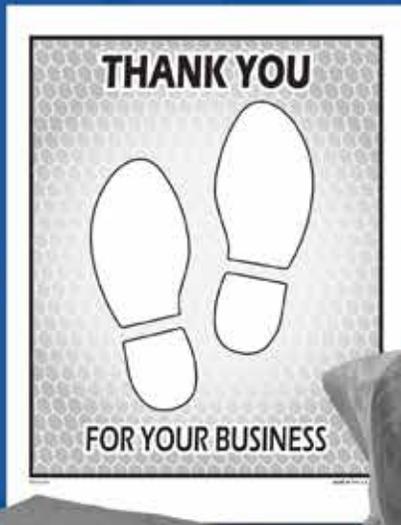
- Kit includes (3) OzzyJuice® degreasing solution and (1) OzzyMat® filter
- 400 Lb. Load Capacity
- Mobile Dolly with Locking Casters
- Large, Oversized Sink
- Interchangeable Brush
- Adjustable Thermostat
- Rugged Construction

**NO CONTRACTS – PAYS FOR ITSELF IN LESS THAN A YEAR!**



# NEW UNBRANDED ESSENTIALS EXTREMELY LOW PRICES

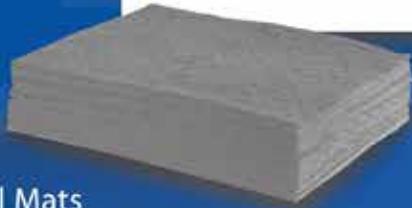
Floor Mats



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Spill Mats



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**2 WAYS TO SHOP!**

**SPECIAL OFFER**

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**20% OFF**

WHEN YOU SPEND \$125

USE CODE:

**AUTOCARE**



**SHOP NAPA**.com  
POWERED BY HELM

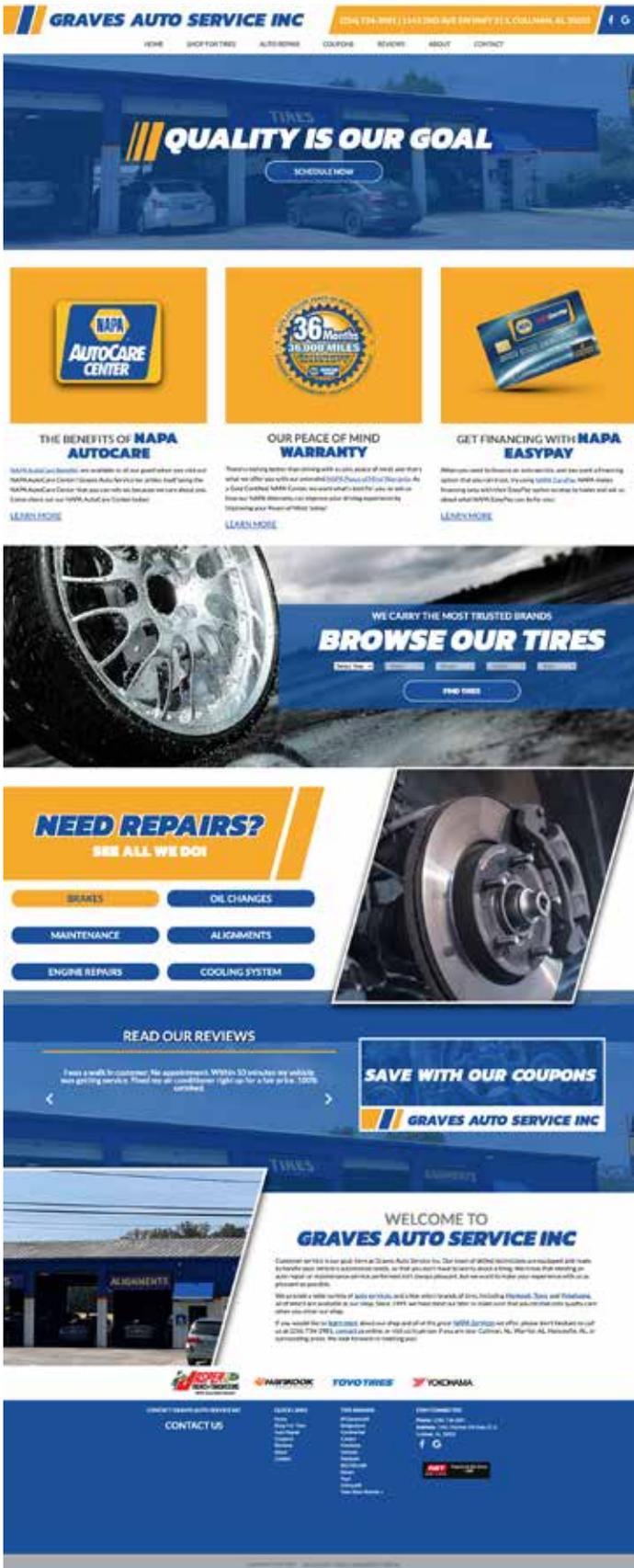
Shop online or call today to order  
shopNAPA.com | 1-800-882-6272



**PRO** Office

Login with your credentials at  
member.NAPAAutoCare.com

Cannot be combined with any other offer. Cannot be used on gift cards.  
Product availability may vary. Offer officially ends on 9.30.21 at 11:59 pm



The homepage is full of information about Graves Auto Service.

# AN EFFECTIVE WEBSITE DIRECTS MORE BUSINESS YOUR WAY

When Greg Graves opened Graves Auto Service in 1989, a sign out front, a listing in the Yellow Pages, the occasional newspaper ad, and talking with neighbors were the way most local businesses got the word out.

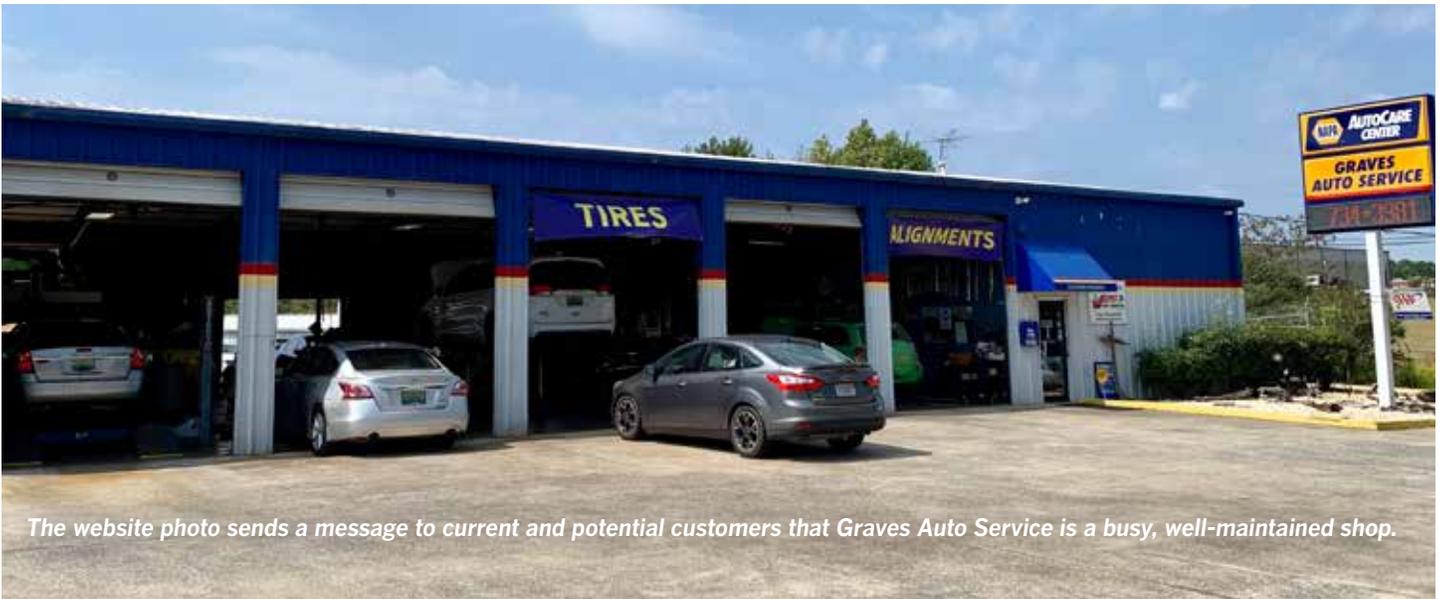
Today, the hefty Yellow Pages directory is defunct, printed newspapers are practically a thing of the past, and consumers prefer Google searches and online reviews to personal communication. In other words, the world has shifted online.

That's why Graves said his NAPA Gold Certified AutoCare Center has had an online presence ever since "websites became a thing." He went on to say, "Since I became an AutoCare Center in 1997, I've taken advantage of just about everything the NAPA AutoCare program has offered and that includes website services.

"These days everybody goes to the internet to find whatever it is they need. It's important for people to be able to locate a company as well as the necessary information about its product or service so they can make an informed decision. You've got to have a website that makes it easy for customers to find what they need to know. I don't even think people will consider going to a business that doesn't have a website."

Graves is right. Studies show 97% of consumers search online for a local business, 46% of all Google searches are local, and 70% of consumers will visit a store or business because of the information found online. In fact, the business information search has become so common that consumers don't trust businesses that fail to provide it.

Studies show 97% of consumers search online for a local business, 46% of all Google searches are local, and 70% of consumers will visit a store or business because of the information found online.



*The website photo sends a message to current and potential customers that Graves Auto Service is a busy, well-maintained shop.*

### **NetDriven: 100% Dedicated to the Automotive Industry**

Having a well-designed website is a must if you want to grow your NAPA AutoCare business and present a professional image. The Graves Auto Service website is just one of the sites NAPA AutoCare partner NetDriven, a digital marketing agency 100% dedicated to the automotive industry, designed and now manages for AutoCare owners.

It's important that the content, the colors, the images, and everything else in your website support your brand's message. Doug Augis, Director of Client Relationship Management said there are four keys NetDriven focuses on when designing and developing a website. The first is appearance. "You have just milliseconds to grab someone's attention," he said. "But even if the website looks good, to do its job, there has to be substance behind it."

*It's important that the content, the colors, the images, and everything else in your website support your brand's message.*

In addition, usability is critical. First and foremost that means mobile optimization because 50%-90% of AutoCare customers are on mobile. And of course, content is king. Augis said NetDriven has a team of content writers who work with AutoCare owners to develop a value statement that sets their business apart from the competition.

The last key is interaction. "The website is a shop's 24/7 storefront," said Augis. "Visitors need to be able to not only find what they're looking for, but be able to request an appointment online or send a message to the shop."

"Our strategy combines comprehensive search engine and directory optimization and a user-friendly, informative, responsive website with consulting and management services to make it easy for you to attract new customers and increase sales for your business."

### **A Website that Works**

Graves believes his website is doing a good job for his shop. "The first thing someone sees is a picture of our shop. I'm very happy with the photo. It's an outside shot that shows all five bays. The doors are open so you can even see into the shop. The picture shows cars in every bay, so it tells people it's a busy place." In other words, a picture is worth a thousand words.

In addition, to an engaging photo, a phone number and address are musts for any repair shop website. Those looking at Graves' website are encouraged to "schedule now" with a clearly labeled button directly below the tag line, "Quality is our Goal."

The site also includes information about the business and NAPA AutoCare benefits, coupons, services, car care tips, and much more. Just as important, the website works just as well on a smartphone as on a desktop computer.

In addition to designing the site, NetDriven's NAPA AutoCare clients like Graves work with a dedicated account manager who provides monthly analytics and quarterly website consultation so AutoCare Center owners can actively measure the effectiveness of their digital marketing investment and make informed business decisions.

Graves said, "The monthly reports tell me things like the number of visits to the site, how many leads were generated, and how much time people spent there. It's good to be able to track that kind of information."



In the past we could rely mostly on word of mouth, but today, if you want your business to grow and flourish, you have to have a website.”

Greg Graves, Owner of Graves Auto Service



Service Advisor/Shop Manager Nathan Lee and AutoCare Owner Greg Graves deliver NAPA Gold Certified service to their customers.

Ryan Shuta, Client Relationship Manager at NetDriven, said, “Each quarter we do a deeper dive with our clients, comparing the most recent data to the data from the previous quarter or year. We want to see growth whenever possible. Then we make suggestions or changes to the site if necessary.”

Graves said, “The way people find us is much different than how they did it 30 years ago when I opened this shop. In the past we could rely mostly on word of mouth, but today, if you want your business to grow and flourish, you have to have a website.”

Working with a partner like NetDriven will ensure your AutoCare Center’s website is the best it can be.

For more information about how NetDriven can help you, call 877-860-2005 or visit [info@netdriven.com](mailto:info@netdriven.com).

### WHAT YOU GET WITH NET DRIVEN

#### Mobile-Friendly Web Design

Ensure a consistent website experience regardless of screen size

#### SEO (Search Engine Optimization)

Make sure potential customers land on your site, not the competitors

#### Social Media Best Practices

Retain your customers and stay in front of them where they are

#### Exceptional Customer Support

A single point of contact helps save you time so you can focus on running your business

# SUPERCARGE YOUR REPAIR OPPORTUNITIES WITH NAPA CHASSIS



Now with coverage for  
**2020-2012 Tesla Model S**



**NAPA Chassis** is the comprehensive and exclusive solution for front end coverage on the 2020-2012 Tesla Model S.

**No longer OEM only!**

- Exact Original Equipment performance
- Time Saver Advantage with fastening hardware included in the box for quicker installation
- Anti-corrosion coating for longer service life

**NOW AVAILABLE**

for the 2020-2012 Tesla Model S, 2021-2016 Tesla Model X, 2020-2014 Tesla Model S AWD, 2017-2012 Tesla Model S RWD and the 2020-2017 Tesla Model 3.



**CHASSIS**



# GO ALL IN WITH SERPENTINE KITS

TWO NEW KIT OPTIONS FROM NAPA BELTS & HOSES



## ONE & DONE! ONE PART NUMBER IS EVERYTHING YOU NEED TO PERFORM SERPENTINE SYSTEM SERVICE

### NAPA BELTS & HOSES BOXED SERPENTINE KITS

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- For passenger cars and light trucks
- Lifetime Warranty\*

\*See store for details

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- Includes OE Exact FleetRunner Belts, DriveAlign® Heavy Duty Belt Tensioner, Tensioner Bolt, and Pulleys as required
- For fleet and heavy duty vehicles
- Better than OE engineering solves known OE issues



[napabeltshose.com](http://napabeltshose.com)

# ASE CERTIFICATION

These Two Words are Worth A Lot to Your Business



When your employees are ASE Certified it means they are serious about their job and their career. It means your NAPA AutoCare Center values high standards of repair and service. And it means consumers can be confident your employees know what they're doing and are a step above the average automotive technician. Together that helps you stand out in your market which naturally attracts more customers to your shop and leads to more business and increased sales.

## ASE Certification Signals Quality Service

“Consumers today want to be able to identify quality service wherever they do business, whether it’s at the doctor’s or accountant’s office, their children’s daycare center or someplace else,” said Trish Serratore, ASE’s Senior Vice President for Communications. “The ASE certification of the professionals at an independent repair shop is the credential they’re looking for.”

In the automotive industry, there is really no other nationally recognized way to show customers your shop is the expert when it comes to service and repair. ASE is known as the pre-eminent independent non-profit organization working to uphold and promote high standards of service and repair through the assessment, certification, and credentialing of current and future industry professionals. When your technicians are ASE certified it sends a

message to customers that you and your employees are knowledgeable and can be trusted to fix their vehicle’s problems correctly.

Knowing your technicians have proven their expertise through certification gives your customers peace of mind and builds trust. They’re more

ASE is known as the pre-eminent independent non-profit organization working to uphold and promote high standards of service and repair through the assessment, certification, and credentialing of current and future industry professionals.



## ASE RENEWAL APP

Technicians can maintain their A1-A9 certifications without visiting a test center with the subscription-based ASE Renewal App, available on a desktop, tablet, or mobile device. Once the application is downloaded, myASErenewal sends one question per certification area each month. Questions can be viewed at the user's convenience and answered within the allotted time. The app will also let the tech know which answer was right, and why. For more information about the ASE Renewal App and to subscribe visit: <https://www.ase.com/myase-renewal-app>.

likely to say yes to a repair when they feel confident your AutoCare Center is at the top of the field when it comes to automotive repair and service.

In other words, ASE certification provides the ability for your NAPA AutoCare Center to distinguish itself from others in your market. It is validation provided by a third party that your shop's technicians can fix a problem right, can be effective, and are concerned about the car-owner's safety.

### **ASE, Created by the Industry for the Industry**

"Remember that ASE was created by the industry for the industry," said Serratore. "Sometimes the industry kind of forgets that we have our very own credential created by us, for us, to help differentiate quality auto repair against just any garage on the corner. ASE is your credential. Showcase it because it's important."

Some ways to do that include printing the ASE logo on your coupons, work orders, invoices, and other materials. You can also download the ASE logo to use on your website. In addition, through ASE, you can purchase a variety of items with the ASE logo such as bay banners, plaques, signs, sew-on patches, window decals, lapel pins and even masks.

Take certification to the next level with ASE Blue Seal of Recognition Program. To qualify, at least 75% of

technicians must be ASE certified and each area of service offered in the shop must be covered by at least one ASE certified technician. As an added benefit, the Blue Seal Shop locator helps direct drivers to your shop. Yearly audits help you maintain your status.

As a Blue Seal of Excellence shop you can take advantage of marketing materials in order to maximize customer awareness of your focus on quality personnel. They include a customized wall plaque, counter mat, customer brochures, and promotional kit.

While not all customers may understand what ASE certification is, questions about the blue and white ASE logo displayed in your shop may open up a conversation. It gives you the opportunity to explain that ASE certification is an impartial third party endorsement of your technicians' knowledge and experience.

### **Encourage Employees to Become ASE Certified**

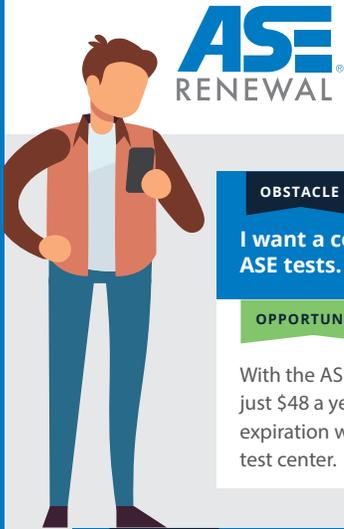
When employees become ASE certified it shows they are serious about their job and careers. In turn, when employers encourage their techs to become ASE certified or increase their level of certification, it shows you value them and the skills they bring to the job.

Encourage your employees to continue on the path to improvement by promoting training. NAPA Training has



Consumers today want to be able to identify quality service wherever they do business. The ASE certification of the professionals at an independent repair shop is the credential they're looking for."

Trish Serratore, ASE Senior Vice President for Communications



# ASE Renewal App OBSTACLES vs OPPORTUNITIES

## OBSTACLE

**I want a convenient way to renew my ASE tests.**

## OPPORTUNITY

With the ASE Renewal App, you pay just \$48 a year to extend your certification expiration without having to go to a test center.

## OBSTACLE

**I want to keep my ASE certifications current, but I'm always busy at work and can't find the time to get back to the test center before they expire.**

## OPPORTUNITY

The ASE Renewal app enables you to maintain your ASE certifications on your phone, tablet or PC in just a few minutes a month, so they'll never expire again!

## OBSTACLE

**I don't want to take time off, drive to a test center, and go through security.**

## OPPORTUNITY

By using the ASE Renewal app, you can answer questions at your leisure and straight from your phone! This means no need to take off work, drive to a test center, or go through a security screening.

## OBSTACLE

**I'm not really into apps; this sounds complicated. How does it work?**

## OPPORTUNITY

It's not complicated! We will send you one question per certification area each month. View the questions when it is convenient for you, and answer them within the allotted time. Once you've successfully answered 8 questions in one certification area (A1-A9), your ASE certification will be extended by 1 year. It's as easy as that. You can access the ASE Renewal App on your phone, tablet or PC.

## OBSTACLE

**This new way to recertify sounds interesting, but I'm not sure I want to commit quite yet.**

## OPPORTUNITY

No problem! You can sign up for a FREE 3-day trial to take the ASE Renewal App for a spin. You can choose to continue with the subscription after the 3-day trial is up.

## OBSTACLE

**How do I know I'm keeping up with technology?**

## OPPORTUNITY

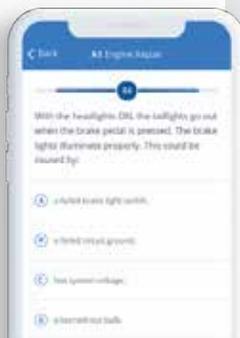
The questions in the ASE Renewal App address the leading-edge technology topics that are typically not seen in ASE certification tests for 3 to 4 years. They come from a pool of questions that are separate from those used on the ASE tests delivered in secure test centers. We also tell you whether you answered the question correctly and explain why each answer option is right or wrong.

## OBSTACLE

**I got a wrong answer on the ASE test and studied, now I'm ready to answer it correctly but it's too late.**

## OPPORTUNITY

With the ASE Renewal app, if you get a question wrong, you will be given a 2nd chance question a few weeks later. This allows you time to learn more about the subject. When a 2nd chance question arrives, it will be in addition to your regularly scheduled questions. The 2nd chance questions give you an opportunity to verify that you have learned more about this topic, as well as to earn another credit toward meeting your certification extension goal.



## OBSTACLE

**I wish I knew what ASE test questions I got wrong.**

## OPPORTUNITY

With the ASE Renewal App, we tell you which answer is right, and why. You can take that feedback to help yourself learn more and improve for the future.

**For more information and to sign up, visit [ASERenewalApp.com](http://ASERenewalApp.com).**

## ASE CERTIFICATION TESTS

ASE offers 50 certification tests, covering almost every imaginable aspect of the automotive repair and service industry. To learn more about each of the tests series listed, visit <https://www.ase.com/test-series>.

- Automobile & Light Truck Certification Tests (A Series)
- Collision Repair & Refinish Certification Tests (B Series)
- Damage Analysis & Estimating Certification Test (B6)
- Automobile Service Consultant Certification Test (C1)
- Truck Equipment Certification Tests (E Series)
- Alternate Fuels Certification Test (F1)
- Auto Maintenance and Light Repair Certification Test (G1)
- Transit Bus Certification Tests (F1)
- Advanced Engine Performance Specialist Certification Test (L1)
- Electronic Diesel Engine Diagnosis Specialist Certification Test (L2)
- Light Duty Hybrid/Electric Vehicle Specialist Test (L3)
- Parts Specialist Certification Tests (P Series)
- School Bus Certification Tests (S Series)
- Medium-Heavy Truck Certification Tests (T Series)
- Undercar Specialist Exhaust Systems Test (X1)
- ASE Military Tactical Wheeled Vehicle Certification Tests (MIL Series)



ASE certified mechanics should wear their ASE patch with pride. They've gone the extra mile and put in the time and effort to learn their trade.

an abundance of in-person classes and e-learning opportunities. In addition, ASE offers study guides to help techs gauge their test readiness so they can focus on preparation.

There's a guide for each test series that gives details on the individual tests, includes sample questions, and offers suggestions for further preparation. Official ASE practice tests help service professionals prepare for their next ASE certification test by trying out questions of similar content and format to those used on the actual ASE tests.

While test centers were closed last year, 99% are now open in the United States, based on local restrictions. "All centers are applying CDC health and safety guidelines, so space may be limited. It's important to register early so you can get a seat on the date you

want," Serratore said. To find a test center, visit [www.ase.com](http://www.ase.com).

Technicians must retest every five years to remain certified in order to keep up with ever-changing automotive technology. And remember, NAPA AutoCare Centers benefit from a \$75 reimbursement for a passed test annually.

When it comes to ASE certification, it's important to have highly qualified technicians on your AutoCare Center staff that can repair the vehicle right the first time. AutoCare Centers that don't have trained and ASE certified employees are missing out.

While test centers were closed last year, 99% are now open in the U.S.

### NATIONAL INSTITUTE FOR AUTOMOTIVE SERVICE EXCELLENCE

Founded in 1972, the nonprofit National Institute for Automotive Service Excellence (ASE) promotes excellence in vehicle repair, service and parts distribution. The organization's purpose is to protect the automotive service consumer, shop owner and the automotive technician by testing and certifying automotive professionals so shop owners and service customers can better gauge a technician's level of expertise before contracting the technician's services.



# NAPA ADVANTAGE

POWERED BY DORMAN

## EXCLUSIVE & INNOVATIVE SOLUTIONS

### WINDOW REGULATORS

NAPA Solutions window regulators feature all the right details for ideal performance and durability, including (where applicable):

- Smart motor technology
- Cable sheathing and tension spring design to resist cable failure
- Rubber bumper, rivets and bolts for noise reduction



#### POPULAR PARTS WITH IMPROVED DESIGNS:

**SMART MOTOR REGULATOR**  
NOE 665-6129-1  
Ford Expedition 2017-07,  
Lincoln Navigator 2017-07

**REGULATORS WITH UPGRADED COMPONENTS**  
NOE 665-3732  
Cadillac 2006-02, Chevrolet 2007-99, GMC 2007-99  
NOE 665-3615  
Buick LeSabre 2005-00

NOE 665-7774-1  
Ford F-150 2014-11  
Lincoln Mark LT 2014-11

### FLUID RESERVOIRS

Every design is rigorously tested and includes:

- Caps, level sensors and hoses (where applicable)
- Upgraded features to eliminate original failure points



#### POPULAR PARTS WITH IMPROVED DESIGNS:

**COOLANT RESERVOIRS:**  
NOE 605-3629-1  
Honda Fit 2008-06  
NOE 605-0374-1  
Chevrolet Beat 2019-18, Chevrolet Spark 2015-11, Chevrolet Spark Classic 2017-16  
NOE 605-0146-1  
Ford Escape 2012-05, Mercury Mariner 2011-06

**STEERING RESERVOIRS:**  
NOE 605-0275-1  
Acura RSX 2006-02  
NOE 605-0305-1  
Hyundai Veracruz 2012-07

**WINDSHIELD WIPER RESERVOIRS:**  
NOE 605-0132-1  
Honda Accord 2002-98  
NOE 605-3533-1  
Honda Fit 2008-06

NOE 605-0313-1  
Kia Sorento 2006-03

### RADIATOR FANS

Our NAPA Advantage designs offer upgraded features like:

- Brushless motors
- Improved heat sinks
- Enhanced processors
- Redesigned shrouds



#### POPULAR PARTS WITH IMPROVED DESIGNS:

**RADIATOR FANS:**  
NOE 996-5573-1  
Infiniti JX35 2013, Infiniti QX60 2020-19, Infiniti QX60 2017-14, Nissan Pathfinder 2019-13

NOE 949-1069-1  
Dodge Ram 1500 2008-02, Dodge Ram 2500 2007-03, Dodge Ram 3500 2007-04

NOE 855-2246  
Honda CR-V 2009-07

NOE 855-2436-1  
Ford 2019-15

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# At. Your. Service.

**RLO training programs help ensure NAPA AutoCare Center Service Advisors support the shop's professional and friendly image—as well as its bottom line.**

**We've all heard about the AutoMD.com survey that showed people, particularly women, would rather go to the dentist than go to an auto repair shop.** They feel overcharged and uninformed, and they simply don't trust the people servicing their cars. That probably explains why nearly half of the survey respondents only bring their vehicle to a shop when there's a problem.

It's a challenge to the health of customers' cars—and to the health of your NAPA AutoCare Center. But it doesn't have to be that way. According to Mark Seawell, Director of Advisor Training at NAPA partner RLO Training, the solution starts at your front desk.

"The Service Advisor is the face of your business, and without friendly, professional Advisors, your shop won't have satisfied customers—and without satisfied customers, your shop goes out of business," Seawell said. "But shop owners become NAPA AutoCare Centers because they want to be the best and they care about the quality of the product they put out, and part of that product is customer satisfaction. A great Service Advisor builds that satisfaction by using good communication skills, with empathy and focus, determination and patience."

Seawell believes that the key to success is training Service Advisors to lead themselves, then to lead others.

"Leading yourself is one of my favorite things to teach, because it's the place where I see the most change," he explained. "I like the psychology behind it. The customer says something because you say something—so if it's not working, try saying something different. You have to understand what you say and how it might make a customer think and feel. That's what sales is about, and it transfers right into leadership, and how people interact with you. Especially in the auto industry, it's rare that people teach Service Advisors how to talk to customers, and how to build trust and value before asking for the sale. That's what we do at RLO."

## **Taking Friendly Service Seriously**

One of the NAPA AutoCare Centers that has benefitted from RLO's approach is I-86 Truck & Auto Repair in Falconer, New York. When husband-and-wife team Nathan and Ronda Whitford opened the business in 2005, they owned a trucking company, which made for a relatively easy transition to retail truck repair and, a few years later, auto repair.

"I designed our business model on the negative experiences I'd had as a young woman at auto shops, then I flipped them to create the unique customer experience I call 'The I-86 Experience,'" Ronda Whitford recalled. "It involves integrity, quality repairs, and respect. We take it very seriously."

What they didn't have was experience in hiring and training people to deal with their rapid growth from trucks and fleets to cars and even RVs.

"When we started, Nathan and I were both working 60 hours a week or more," she said. "Pretty soon, with exhaustion and frustration setting in, we hit a wall. We hired our first employees, and things got worse! Our overhead went up, but our numbers didn't. After a lot of discussion and searching, we decided to start working with RLO."

They first took the RLO Guerilla Shop Management course, then joined the Bottom-Line Impact Groups, which provided a support network and process



Personally and professionally, what makes me tick is helping people do things they couldn't do before, whether it's showing them a concept, teaching them how to 'read' a person, teaching them to be more organized, or teaching them to make a change to be more like the person they want to be. I get to help people succeed every day. That's why I do what I do."

**Mark Seawell, RLO Director of Advisor Training**



**MIXING UP THE RIGHT FORMULA** (top): “We really wanted this location when we bought it in 2005, and knew the building was in rough shape,” Ronda Whitford recalled. “We spent a few years getting the exterior and lobby areas up to par. But no matter how nice your building looks, if you don’t have a properly trained Service Advisor at the front counter working with the customers, you still won’t have the right formula for success.”

**RLO DELIVERS ROI** (bottom left): Three weeks after a recent Advanced Selling Skills session, Mark (bottom right) received a call from a shop owner whose Service Advisor had attended the program. “He said he could already tell that the investment he had made was a good one,” Mark recalled.

**NO BAD APPLES** (bottom right): Ronda Whitford (left), has co-owned I-86 Truck & Auto Repair with her husband, Nathan, since 2005. The Whitfords use RLO Training to ensure their Service Advisors provide top-quality service.

for continuous improvement. Ronda eventually took the Service Advisor 101 class, and she now shares what she learned there with her own team at I-86.

“I spend three to five days with new Service Advisors, talking about our culture, business model, and the fundamentals of Service Advisor work versus being a ‘service writer’ or ‘counter person,’” she said. “I give them a binder that covers the basics and more advanced skills and ideas. Then I turn them over to the current Service Advisor and the Office Manager, and we do a lot of observations and phone screening before they’re on their own.”

Later, the Whitfords send new Service Advisors to RLO’s five-day intensive Service Advisor Advanced Selling Skills course, which always gets positive reviews, especially for the practical tips that can quickly make a difference back at the shop.

“We invest in developing all of our team members,” Ronda Whitford said. “It can be a foreign concept, and sometimes they question why we’re sending them to training and whether they did something wrong. But we do it because we love bringing out the best in people and seeing where they can go. We invest a lot of money in marketing and getting the phone to ring, so when it does ring, our Service Advisors have to be able to immediately shift to a sales process and maximize the lead. You don’t get a second chance.”

### **‘It Has to Be About the People’**

Because the Service Advisor’s role involves more than face-to-face communications, the shop has also hosted a RLO training session on improving phone skills, and invited other AutoCare Centers to participate as well.

“For us and for the industry, the Service Advisor is the face of our business, and the key role in our shop,”

said Ronda Whitford. “We have to be viewed as the authority on automotive repair. Everything about customers relates to the Service Advisor. When you don’t have the right person with the right skillset and mindset at the counter, you can work really hard and get nowhere. It’s a unique position that can take great deal of time and investment to get the person to where he or she should be.”

And where should that ideal Service Advisor be?

“What you need is that person who wakes up in the morning, and the whole day is sales—converting leads to sales, and presenting information that makes sense to the customer,” she said. “Educating the customer is more important than ever, particularly with the constant changes in technology and, more recently, the need to explain the parts shortage due to the COVID trickle-down effect. It’s an uphill climb. The Advisor is like an air traffic controller! The role involves multi-tasking, never dropping the ball, dispatching, and communicating with Technicians, accessing parts needed and filling the schedule. So the Service Advisor needs to be adaptable, resilient, self-motivated, professional, friendly, able to manage pressure really well, and most important, someone who cares about people.”

Indeed, the team at I-86 prides itself on caring about people, and getting to know customers beyond “the 10 o’clock oil change” to ask about their families, their vacations, and their well-being, especially when it seems there might be more going on than meets the eye.

“One longtime customer, a sweet man, came in one day and was upset with our Service Advisor,” she recalled. “When this customer came back to pick up his car, our Service Advisor had a longer conversation with him and learned it was the anniversary of his wife’s passing. The customer had been struggling

through his day. Instead of just chalking it up to not being nice, we were able to develop a deeper relationship. It’s just one example of why our Service Advisor can’t just focus on the transaction—it has to be about the people, who can become like family.”



### **LEARN MORE ABOUT RLO SERVICE ADVISOR TRAINING PROGRAMS**

To help ensure that your Service Advisors are leaving the right impression to both win and keep customers, you might want to consider a training program such as these offered by RLO Training:

**Service Advisor Skills**, a 12-hour course, offered online over the course of six weeks to help participants write profitable repair orders, polish superior listening and communication skills, boost telephone selling techniques, improve customer write-up and follow-through, and improve self-diagnostic labor profitability.

**Advanced Selling Skills**, an in-person, interactive five-day training workshop focused on developing new sales strategies, increasing profits, closing more sales, overcoming objections, and improve customer retention rate.

**Service Advisor Mastery Program**, involving 12 months of intense coaching that includes the Service Advisor Skills class, the Advanced Selling Skills for the Service Advisor class, and more.

**Improving Phone Skills**, with 10 weeks of role-playing, call analysis, and other support for this critical part of the Service Advisor’s responsibilities.

For more information, visit <https://rlotraining.com/> or call 425-988-6812.

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<sup>†</sup> Monthly payment shown is higher than what is required but will allow a cardholder to pay off the purchase within the promotional period. <sup>††</sup> Sample of an actual transaction with a 188% effective APR from a No Credit Required Lender. Not all purchases will be subject to these exact terms.

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