

booklink

Increase your dealers' bookings with our quick and easy booking solution – available to clients 24/7.

Efficient. Simple. Convenient.

We all know how busy life can be. BookLink minimises the effort needed to book a vehicle in for a service.

Easy and convenient to use, our system can be accessed 24 hours a day, 7 days a week, can be integrated with existing DMS's and delivers a 20% conversion rate.

Connect.

Customers can log into a service department 24 hours a day, 7 days a week from any online device.

Communicate.

BookLink identifies a customer's vehicle from just the registration number and recommends relevant work to that vehicle with costs attributed to each job.

Collaborate.

Requires minimal customer information and allows a booking to be completed in only a few clicks.

Convert.

Suggests other timely purchases, like tyres, brakes, or a vehicle upgrade.

Buy Now. Pay Later.

Choose to pay now or take advantage of an interest free 'buy now, pay later' module.



50% of BookLink bookings originate from new customers.



BookLink delivers a conversion rate of **over 20%**.



A BookLink booking takes **less than 2 minutes** to complete.

Please contact OEC for more information:

Visit: OEConnection.com

Call: +44 (0) 844 247 3577

Email: eusales@oeconnection.com

Terms and conditions: Calls are charged at your standard network rate.

Powered by

 **OEC** | Now for the easy part™

Simple Service Pricing makes promoting dealer offers directly to customers super simple.

Speed, accuracy and efficiency, improving the customer experience.

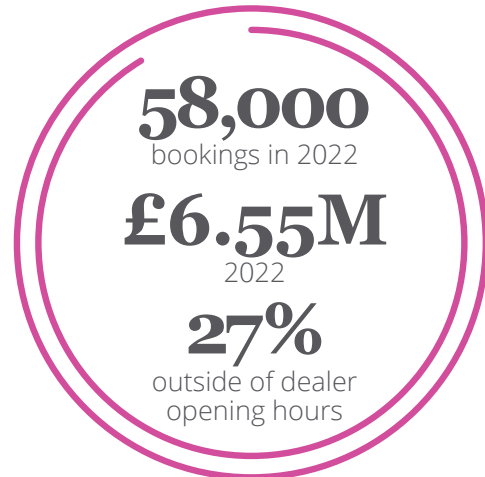
Customers can log on anytime, day or night with just a registration number and are greeted by a simple, click-to-book system. **Prices and availability are easy to understand** and the whole interface is branded to look just like your own website. BookLink enables an easy and transparent communication channel directly to customers - explaining work that needs to be done, cost implications and more importantly, additional extras or special offers relevant to that customer.

Positioning a dealer service as the right choice.

BookLink offers an easy-to-navigate solution reassuring customers that using a dealer to service their vehicle is the right decision, discouraging the use of an independent garage.

Easy setup.

We will manage every aspect of the BookLink account setup. We will simply liaise with you to establish jobs, pricing and diary availability.

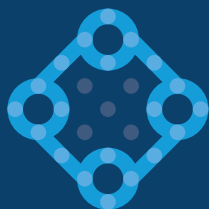


Customers are offered a full suite of service pricing and can book online 24 hours a day, 7 days a week at a time that suits them. It's so easy and simple to update for both customers and staff.

Brian Bailey MIMI

Aftersales Development Manager
Lookers GM Division

Product Benefits



INCREASE CUSTOMER TOUCHPOINTS



SELL MORE PARTS



CUSTOMER SATISFACTION

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