



ONBOARDING GUIDE

RepairAdvantage

Your Roadmap to Success

Congratulations and welcome to Agero's Repair Advantage program! This unique partnership will drive repair volume and boost revenue. Use this document as a guide to ensure you're getting the most out of your membership.

WHAT'S INSIDE

- 2 Verify Contact Information
- 3 Benefits
- 3 What to Expect as a Program Member
- 4 How to Spot New Leads
- 5 Resource Hub at Your Finger Tips
- 5 Billing & Administration
- 6 Making the Most of Your Membership
- 8 Increase Customer Lifetime Value with Repair Advantage
- 8 Resources & Support

Verify Contact Information

Now that you've signed up for the program, you'll want to verify that your contact information is correct.

This includes your store name, physical address, email address, phone number, hours of operation, and whether or not you accept after-hours drop offs.

To verify, check your inbox for your completed application confirmation email. In the event that you need to correct your contact information, please submit a ticket via the [customer support form](#).

Check your inbox for a confirmation email



CUSTOMER SUPPORT

Agero
Powered by TRUWORTH

RepairAdvantage

YOUR APPLICATION: **COMPLETE**

Congratulations and welcome to Agero's Repair Advantage Program! This unique partnership will **drive repair volume** and **boost revenue**.

Your site will be eligible for recommendation to customers in need of repair following a roadside event within 24 hours.

Take a moment to review the details of your application:

Store Name: Service Provider
Contact Name: there
Contact Email: ageronews@agero.com
Contact Phone:
Address:
City:
State:
24 Hours?:
After Hours Drop Offs?:

If any of the above information is incorrect, please submit a ticket via the [Repair Advantage Support Form](#).

REQUEST SUPPORT

First Name* Last Name*

Email*

Company name*

How can we help?*

Support Type*

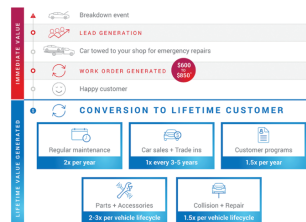
Please Select

Please add additional details here

SUPPORTING CUSTOMERS TOGETHER

At Agero, we are continuously investing in our platform to help drive your business. By supporting these new and returning customers, you can generate long term value.

Increase customer lifetime value with Repair Advantage



Agero
Powered by TRUWORTH

© 2024 Agero, Inc. A Cross Country Group Company

BENEFITS

RepairAdvantage



Generate Highly Qualified Leads

Timing matters. In the event of a breakdown, be the first tow destination option customers see.



Boost Conversion and ROI

With 12x the conversion of traditional channels, Repair Advantage is an effective use of marketing spend.



Drive Customer Loyalty

Your brand becomes a hero when you provide high-quality repairs to new and out-of-warranty customers.



Build Brand Reach

Get in front of more customers — increasing impressions and trust — with timely, relevant promotion.



What to Expect as a Program Member

Once live, your site will appear as an option to customers in need of repair while they're actively waiting for a tow.

Here's what to expect:



You will receive an **email notification** when your site has been selected.



Data shows that **~89%** of these tows have mechanical issues in need of repairs averaging from **\$650-\$1,100**.



Some members see **1-2 tows per month** and some see more than 15. You can adjust your vehicle make preferences through the [customer support form](#).

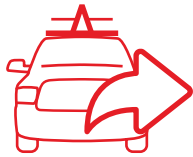


You'll also receive a **monthly email** with a summary of that period's activity and your **total lead volume** through the Repair Advantage program. Use this to stay up to date on the success of your membership.

Remember, every lead is an opportunity to convert a lifetime customer. These aren't just repair leads, they're regular maintenance, parts & accessories, and future collision and repair leads.

How to Spot New Leads

As a member of Agero's Repair Advantage program, you'll want to stay up to speed on the status of your leads. We will keep your team informed of incoming tows and billable leads via email. Some types of communications you'll receive include:



Job Created

Triggered when a customer selects your site, this will include customer and vehicle information. **You are not charged at this stage.**



Job Cancelled/GOA

If circumstances change and a customer decides not to follow through with a tow or is gone on arrival, you will receive a cancellation email. **You will not be charged for this job.**



ETA Created

Once a tow provider is on route to the customer, you will receive an email with the estimated time the tow will arrive to pick up the vehicle. **You are not charged at this stage.**



Delivery Confirmed

After a vehicle has been delivered, you will receive a confirmation email that the event will be included on your monthly statement. Your revenue generated by the repair order (avg. 10x-20x the lead fee) pays for the cost of the lead.



Monthly Summary Email

Each month you will receive a summary of your repair leads 5 days before the card on file is billed.



TRANSACTION COMMUNICATION OVERVIEW


For a full list of Repair Advantage site communication examples, including job notifications, customer service tickets, and billing, check out our [Transaction Communication Overview](#).

Resource Hub at Your Finger Tips

[The Repair Advantage Resource Hub](#) is a centralized knowledge base with resources including a program overview with best practices, customer support, and FAQs.

The Resource Hub is the home of our [customer support form](#). If you can't find the answer to your question in the FAQs or existing resources, feel free to submit a ticket and a customer service representative will reach out.

You'll want to bookmark this page in your web browser for easy reference as you navigate the program. This document library will continue to grow as we expand our offerings, so check back often to stay up to date with the latest information.

 You'll want to bookmark this page in your web browser for easy reference.

REQUEST SUPPORT

First Name* Last Name*


Email*

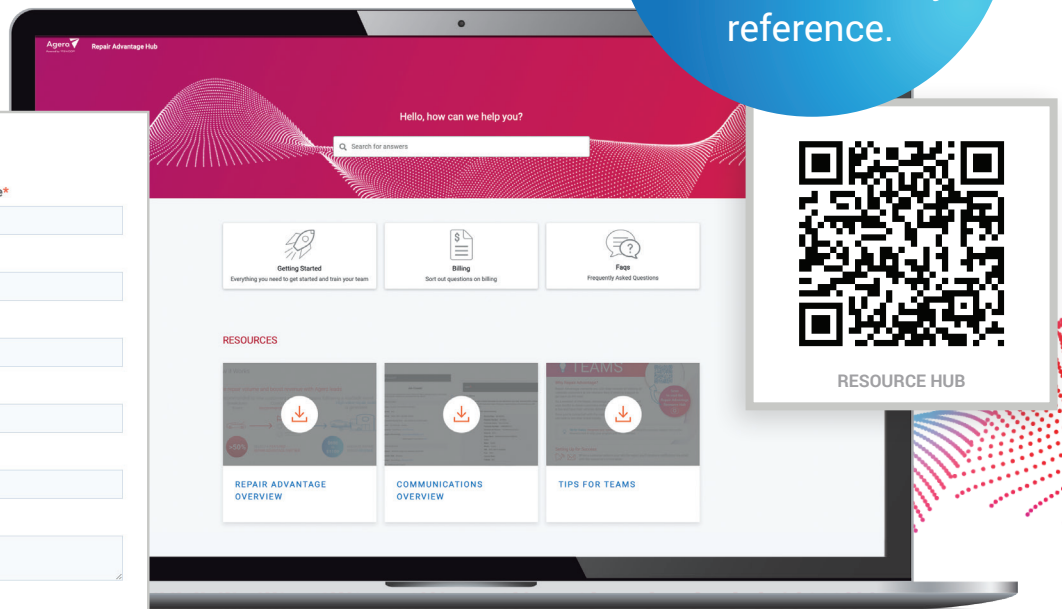
Company name*

How can we help?*

Support Type*

Please add additional details here

 **SUBMIT**



Billing & Administration

As a member of Agero's Repair Advantage program, you pay only for the leads delivered to your site. There are no sign up fees or monthly subscription costs, and the cost of the tow is paid by the customer's roadside service provider.

Billing happens on a monthly cadence based on your lead volume for the previous month. Each month you will receive a summary of your repair leads 5 days before the card on file is billed.

If you can't find your monthly statement, you can submit a request via our [customer support form](#) and a support representative will provide a copy of your current statement.

You will also receive a monthly insights report with details of the previous month's leads. This includes information like the average age and types of mechanical failures that lead customers to seek repair services.



Making the Most of Your Membership

Agero's Repair Advantage Program is designed to generate repair leads so you can stay focused on your business. However, once you're connected with the customer there are steps you can take to win their brand loyalty.

Consider these tips:



1 Setting Up for Success

- + Designate your vehicle make preferences by submitting a customer support ticket in the Resource Hub.
- + Once you receive an email notification, call the customer to confirm their service, collect information about the mechanical issue, and set expectations around time.
- + Prior to arrival, set up the order in your POS and make note of information shared so customers do not have to repeat themselves.
- + When possible, designate the same employee to communicate with a customer throughout their repair.



2 Building Trust

- + Encourage employees to refer to customers by their name when addressing them.
- + Notify customers once diagnosis is complete, communicate your plan, and ask permission to begin repair.
- + Explicitly outline any warranties available prior to completing the service.



Remember, every lead is an opportunity to convert a lifetime customer. These aren't just repair leads, they're regular maintenance, parts & accessories, and future collision and repair leads.



3 Education is Power



- + Embrace your role in educating consumers about what was wrong with their vehicle with simple language. Meet the customer at their level and **avoid overly technical jargon**.
- + When possible, mechanics with advanced car knowledge should **provide service explanations** to customers so they are prepared to field any questions.
- + When recommending additional service, **be clear on how urgent an issue is** and what can be delayed.



4 Continuing the Conversation

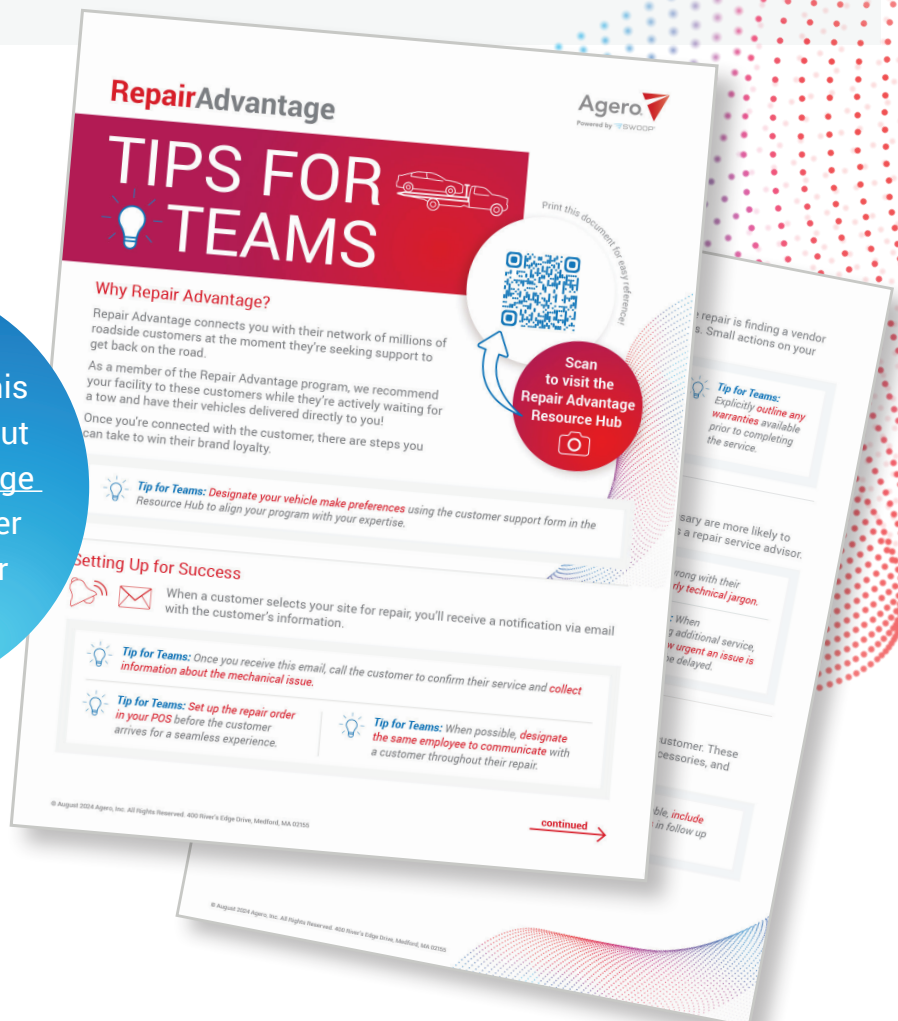


- + After completing the repair, **promote any customer programs** or specialty services your site offers.
- + When applicable, **include discounts for future services** in follow up communication.

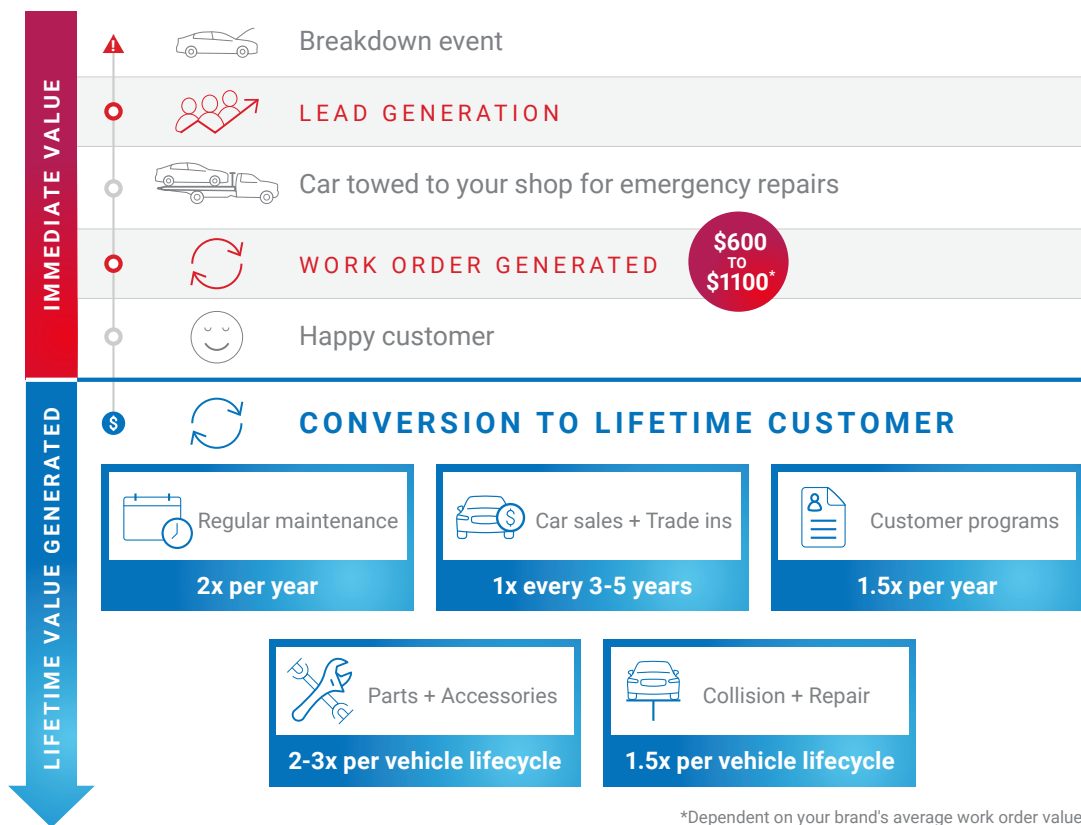
💡 To help keep this top of mind, print out our Repair Advantage Tips for Teams flyer and post it in your staff room!



TIPS FOR TEAMS



Increase Customer Lifetime Value with Repair Advantage



Resources & Support

As you progress through Agero's Repair Advantage Program, you may need to request support from the program administrators. Our customer service agents are highly qualified and come from an automotive background.

To submit a support ticket, navigate to the Repair Advantage Resource Hub and fill out the form at the bottom of the page.

Alternatively, you can send an email to RepairAdvantage@Agero.com to receive support directly to your inbox.

