Compilator™
A Kerridge Commercial Systems Company

This document highlights the key features available within Autowork eCommerce

Introduction

Autowork eCommerce is an e-commerce solution for the tyre fitting and vehicle servicing industry . The solution is integrated with Autowork, Autowork Go and Team 2 and captures booking details for online service and mechanical bookings. The solution is also integrated with a database containing details of over 100,000 tyre products.

Autowork eCommerce - Options:

Autowork eCommerce may be implemented in two separate manners.

a) As a plugin to an existing website that enables tyre and vehicle service e-commerce options to be added. The eShop plugin can then be styled.

b) As a full standalone website that includes all of the e-commerce functionality of the eShop and in addition provides a content management system together with a search engine accessible tyre catalogue. The website may be styled by the customer with options to add a logo, set colour schemes and to add images and content.

General Features

Multi-Language Support

Autowork eCommerce provides a multi-lingual capability and is currently available in English, Swedish, Norwegian, Danish, Finnish, French, Spanish, Italian and German.

Licence Plate/VRM Lookup

Autowork eCommerce is integrated with third-party data providers, including the DVSA in the UK, to capture vehicle details from a licence plate, which can then be used to establish a vehicle's appropriate tyre size.

Promotions

The promotions' function enables a customer to setup and maintenance of offers, campaigns and voucher codes which can then be used by site visitors. Discount codes may be created and applied to specific tyre brands, specific pattern and sizes, or at a SKU level. Multi-tier discounts, for example £10 off 2 tyres/£20 off 4 tyres are also supported together with buy now and redeem later offers, such as purchase and redeem a gift card post-sale.

Campaigns may be time-limited and promotional text and image banners can be added to product listings to support these.

Online Payments

Autowork eCommerce is integrated with Paypal and Stripe for card payments. Pay in instalment schemes are supported through Klarna and Payment Assist.

Calendar

Autowork eCommerce provides an in-built calendar function that is available to site visitors. The customer can set their working hours and configure their availability into timeslots, which are then visible to the site visitor.

Product Factsheet

Google Reviews

Following completion of each booking, site visitors are invited to leave a Google review to share their experience. These reviews may be displayed on the website.

Email and SMS

Every booking completed by the site visitor within Autowork eCommerce is confirmed with both the customers and site visitor by email and by SMS message.

Tyre Catalogue

The tyre catalogue is available to each website, enabling site visitors to learn more about the tyres that are available. An image may be stored against each tyre record, together with the manufacturer's product description and the EU tyre label. Reviews are shared across the entire network of Autowork eCommerce websites and eShops and be made available for all site visitors to review.

Tyre Supplier Integration

Autowork eCommerce is currently integrated with over 40 European distributors for the purpose of stock and price updates. Data from multiple sources may be combined.

Tyre Brand Positioning

Autowork eCommerce enables the customer to select products to sell and to highlight their preferences on the site in search results. Options are available to prioritise one brand over another in search results and to suppress certain brands if they are not to be sold online. Brands may also be tagged as "best buys" or "recommended" in tyre search results.

Sell-out Pricing Configuration

Customers may set their selling prices on the site. Autowork eCommerce provides a toolkit to set prices by applying a mark-up or margin to cost prices. Price uplifts can be applied by cost, tyre size and type (e.g. run-flat, van, 4x4 etc.) and also by brand. Pricing can be displayed as fully-fitted or as a tyre price only to the site visitor. Installation can be presented as an optional extra. Recycling and environmental taxes may also be applied.

Advanced Mobile Fitting

Customers who offer remote mobile tyre installation, be that at a residence or place of work, may set up installation fees by distance travelled and/or by the number of tyres purchased. They can also set their working area by post code by radius from their premises.

Tyre Hotel Bookings

For customers in colder climates, tyre change season is the busiest time of the year. Autowork eCommerce takes bookings from site visitors for tyre changes online.
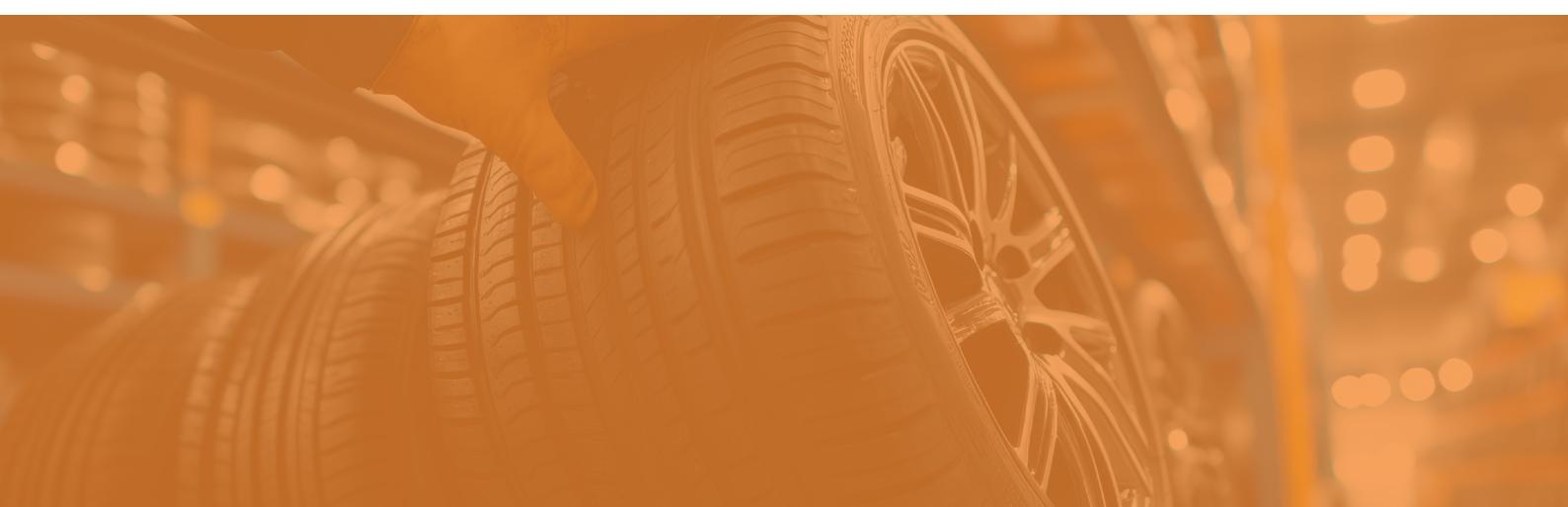
Product Factsheet

Vehicle Servicing Features

Menu-based Vehicle Servicing

Menu-based vehicle servicing allows customers to create service packages based on a vehicle's type, engine size, fuel type and whether automatic or manual. Each service type can be created and configured as required by the customer. Site visitors can see a side-by-side display of the service items, enabling a comparison of the service package for their vehicle type. Service items can also be combined into offers.

Other Service Items

Autowork eCommerce is pre-configured with over 30 different service items, including MOTs, four-wheel alignment, diagnostic checks to brake inspections. It is also possible for site visitors to request quotations for service and repair jobs.

Autowork eCommerce For Networks

Multiple instances of Autowork eCommerce websites and eShops can be grouped into a network. Stock, pricing and promotions can all be managed centrally for small and large networks alike. Centralised reporting is available allowing administrators to see the network as a whole or to compare performance between locations.
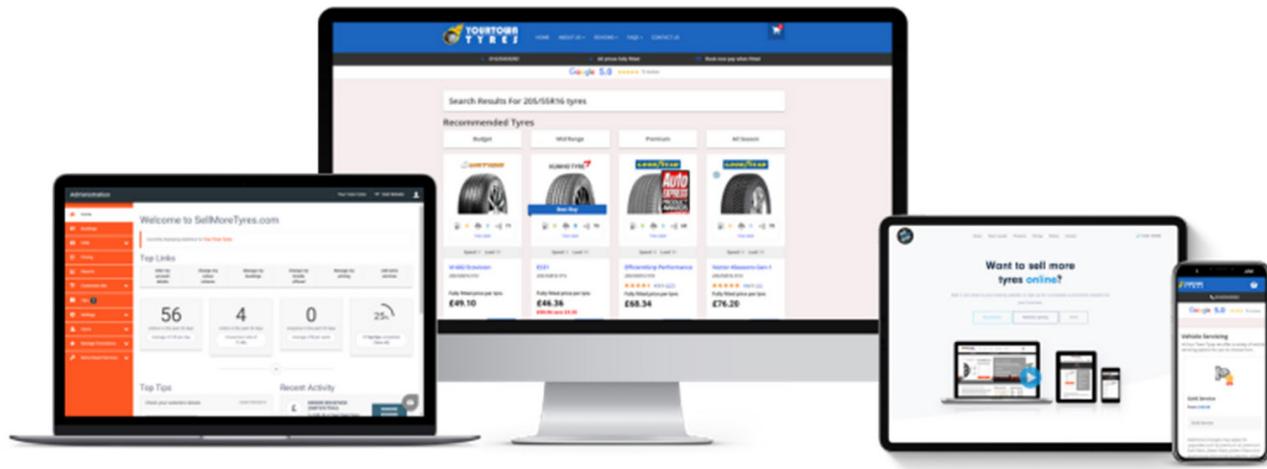
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