



Fast lube chain upsells with diagnostics process 6/25/2009

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MODESTO, CA — Quality Tune-Up, a chain of 36 auto repair/fast lube stores in California, has found a way to increase average ticket amounts even during a recession, according to a press release.

The June 24 release said nine stores were selected to use a Fluid Rx instant lubricant diagnostics process in order to show customers the condition of their vehicle's fluids. After three years of using the program, Quality Tune-Up reported average ticket amounts grew with the use of the lubricant diagnostics process.

"I was looking for a way to increase sales and improve customer confidence," said Tom McVey, manager of the nine locations. "The Fluid Rx test definitely shows when fluids have degraded. It provides a comfort level for Quality Tune-Up franchisees and our customers, allowing us to make better service decisions.

Friday June 19th 2009

I talked to you about two weeks and ordered two boxes of test papers and coolant strips (PN 75128). I thought I would give you an update on how it is working for me.

I thought we were doing a good job of checking cars before, but in the last two weeks we have doubled the amount of flushes using Fluid Rx.

I have even been checking a few of them after we flush and I can see a big difference.

I also really like the fact that I have something to put with the work order for reference.

I also hear that you are coming out here. If you make it close to San Leandro give me a call and check out our place. Thank you for your help.

Monte Benedick
Brake and Wheel Center
San Leandro, California