



A Century of Innovation and Still Accelerating

For more information contact:

Chris Kemmer, PR Consultant
CK Marketing & Communications
614-459-9369
chris@ck-marketing-communications.com

Or

Nick DiVerde, Senior Director of Marketing
Mitchell 1
858-391-5000
Nick.diverde@mitchell1.com

FOR IMMEDIATE RELEASE

Mitchell 1 Enhances Manager SE Truck Edition with Built-in Text Messaging Capability

POWAY, Calif (December 5, 2018) – Mitchell 1 continues to enhance its industry-leading truck repair shop productivity solutions by introducing text messaging features in its [Manager™ SE Truck Edition](#) shop management system for Class 4-8 trucks. .

The latest release of Manager SE Truck Edition introduces a new MessageCenter option with integrated two-way texting. Shops have the choice of building their own text templates for orders, appointments and revisions, or writing "on-the-fly" text messages to customers when needed.

Additional enhancements in Truck Edition include expanded report options, with a variety of new high-value reports to help shops in a number of different aspects of the business:

- Client - customer birthdays, possible customer duplicates
- Accounting - invoice income distribution, category profit – custom list
- Management - sub estimates by date range (revisions)
- Inventory - detailed inventory, tire physical count, tire sales summary by date range, etc.
- Follow up - export recommendations by date range
- Tech worksheet - technician worksheet with history

“We’ve seen the popularity of text messaging grow in recent years to where it has become a key communication method, so Mitchell 1 responded to our customers’ requests to incorporate a text messaging feature into our Manager SE Truck Edition shop management system,” said Ben Johnson, director of product management, Mitchell 1. “With this new feature, truck repair shops can easily connect with their customers before, during and after the service or repair.”

Manager SE Truck Edition leverages Mitchell 1’s 20-plus years of expertise in developing shop management solutions, and delivers a complete system to help businesses that service commercial trucks streamline repair processes, improve communication inside the shop, engage with customers, track performance, and increase revenue per repair order. Manager SE Truck Edition integrates seamlessly with Mitchell 1’s [TruckSeries](#) truck repair information, for the first time giving independent truck repair shops immediate access to repair information, trouble code diagnostic procedures, labor estimating and management tools on one platform.

For more information about Mitchell 1, visit www.mitchell1.com, call (888) 724-6742, or locate an independent sales consultant at www.mitchellrep.com.

###

About Mitchell 1:

In 2018, Mitchell 1 is celebrating its 100th anniversary as a leading provider of repair information solutions to the motor vehicle industry. Headquartered in Poway CA, Mitchell 1 offers a complete line of integrated repair shop software and services to help automotive and commercial truck professionals improve productivity and profitability. For commercial truck repair shops, Mitchell 1 offers Manager™ SE Truck Edition to manage business operations, and TruckSeries to estimate labor times, diagnose and repair all makes of Class 4-8 trucks. ProDemand® optimized with SureTrack® is the most complete solution for OEM and real-world repair information and diagnostics. Manager™ SE is the industry standard for mechanical estimating and shop management information. The SocialCRM shop marketing service delivers automated marketing and customer engagement tools to help shop owners improve their bottom line profits. Mitchell 1 is a recipient of the ASE Blue Seal of Excellence award. For more information about Mitchell 1 products and services, visit the company’s website at www.mitchell1.com. Follow Mitchell 1 on social media at www.facebook.com/Mitchell1ShopSolutions and www.twitter.com/Mitchell1.

#