



ALLDATA®

Why More Repair Shops are Embracing Online Products and Services

Are you ready to for the improvements in efficiency, credibility, technology and profits that online services and products will provide your shop?

by Rich Diegle

Ask most technicians and they'll tell you the Internet in the past decade has been a very useful tool for seeking specific repair information or chatting through organized networks, such as the iATN, with fellow technicians to fix hard-to-diagnose problems. However, on the business side, many shop owners in the last decade were scared off from using the web, either due to lack of reliable access or they weren't computer savvy enough to navigate through the web waters, thereby dismissing the Internet for its business potential or as a reliable service information resource.

- Timeliness - You can use it any time you want it - day or night, weekends or weekdays
- Accurate – Online information can instantly be updated
- Flexibility – Information can easily be networked throughout the entire shop – from the service desk to the technician's rack and even to an alignment bay
- Efficiency – Technicians spend less time swapping discs or searching for lost discs and more time fixing vehicles
- Reliable – There is no possibility of losing information due to damaged discs

Broadband Internet connections, which can reach speeds of up to 100 times faster than dial-up, will help you quickly search and gather important information as well as provide efficient communication with your customers. Broadband service packages typically range from \$14.95 to \$49.95 per month, depending on access speed and features. An email account, high-speed Internet access, virus and spyware protection and 24/7 product support are the kinds of features usually included.

For a comprehensive list of broadband providers, TheBroadbandGuide.com offers a comprehensive list of broadband providers by geographical regions within the US, prices, plans and service types. Visit them at: <http://dsl.thebroadbandguide.com/search/statelist.php>

Fear of the unknown can no longer be the motivation for not purchasing an online service or product and there is no reason for shops to cling to old technology when it comes to their diagnostic and repair information. Compared to 10 years ago, Internet connections have become faster, reliable and affordable. Computers and software have become easier to use and operate. Interfaces have become more user friendly and no longer require a grease covered laminated "cheat sheet" to operate. Only one question remains, "Are you ready to for the improvements in efficiency, credibility, technology and profits that online services and products will provide your shop?"