Convincing with professional competence and expertise

Effective air conditioning service as a trailblazer for car repair shops

Leutenberg, January 19, 2018 - Customer satisfaction, customer loyalty and also new customer acquisition are issues that car repair shops have to be concerned about constantly. Vehicle chemical services in the field of air conditioning service offer an efficient way to secure decisive advantages in all three areas.

Most car owners visit a car repair shop for exactly two reasons: For inspection and tire change. Otherwise, they see no reason for further contact, unless serious problems require immediate action. However, it would be a great advantage for car owners, if certain preventive service and maintenance work is carried out regularly, because that reduces the risk of costly repairs. Car repair shops can assess this point and provide awareness for the issue. In doing so, they demonstrate their expertise and at the same time increase their reputation, which in turn increases customer loyalty. A good option for this approach is the subject of air conditioning service.

Many customers do not know that the air conditioning system needs regular maintenance. The reason for this are harmful microorganisms that accumulate over time in the entire system and deteriorate the air quality and cooling performance noticeably. They even can cause costly repairs. Car repair shops should therefore point out to their customers that regular cleaning and disinfection – the bluechemGROUP offers a comprehensive range of vehicle chemical products – is urgently recommended. These applications not only extend the life of the air conditioning, but also ensure always clean and fresh air in the vehicle interior. In addition, they are relatively inexpensive and easy to do for the car repair shops.

If customers follow the car repair shop recommendation and have the air conditioning service carried out, this has several positive effects. On the one hand, the vehicle owner naturally benefits from the fact that the air conditioning system is working optimally again. On the other hand, the car repair shop proves its expertise and competence through its qualified advice. In this way, it opens doors to sometimes more complicated follow-up work orders for vehicle maintenance and also increases the likelihood of positive word of mouth. In total, customer satisfaction increases, customer loyalty improves and a contribution to new customer acquisition is also made.

About the bluechemGROUP
The bluechemGROUP is a group of companies with global activities and partners in more than 100 countries. As an umbrella brand, it contains a wide range of chemical products for cleaning, care and maintenance in the automotive and industrial sector. The success of the group is based upon the development and patenting of consumption oriented and environmentally friendly products of highest quality expanded by modern workshop, industry and service concepts.

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