



INTRODUCTION TO SIMPLE GMS

Why?

Why have Silkmoth built a Garage Management System?

Data drives business

Around 50% of tyre dealers do not use a GMS or any kind of customer management system.

- Makes email campaigns and direct marketing almost impossible
- Makes automated reminders (MOTs) very difficult
- De-values the business

Why low adoption?

When surveyed dealers said they didn't use a GMS because:

- Too complex for their business
- GDPR concerns
- Too expensive

Keep it simple!

Silkmoth's Simple GMS is:

- Built from the ground up for tyre dealers
- Easy to use
- Connected to TyreClick
- Cost effective

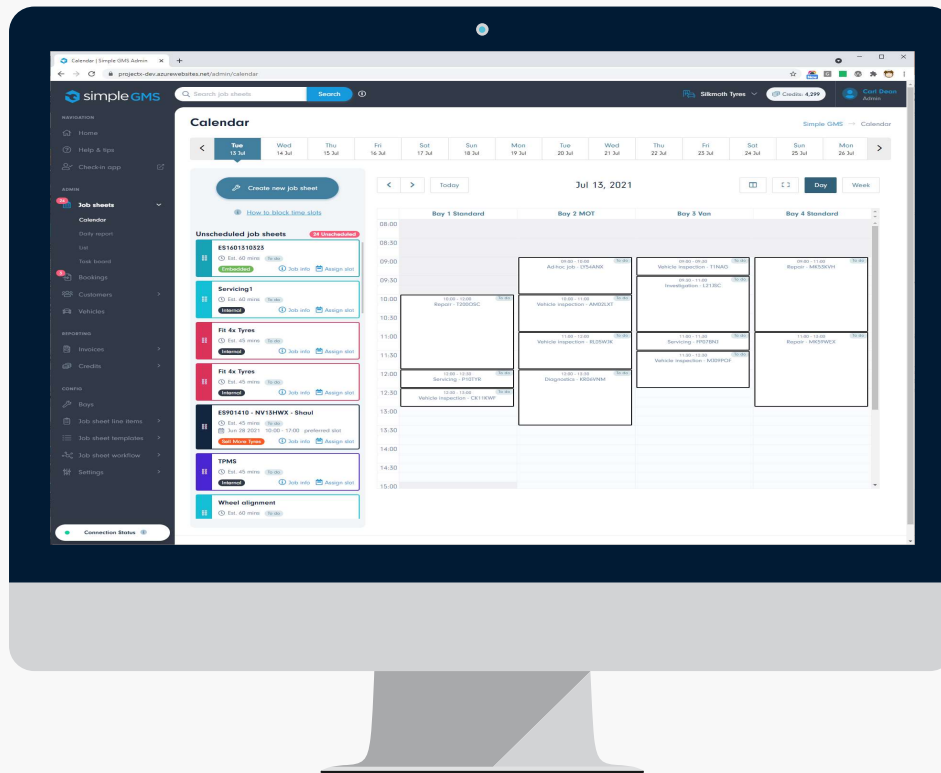




Workshop Functions

Calendar

Intuitive drag and drop calendar to manage work across multiple bays/resources



Job Sheets

Create job sheets and allocate them to workshop resources. Click to view, drag and drop to reschedule

Web Sales

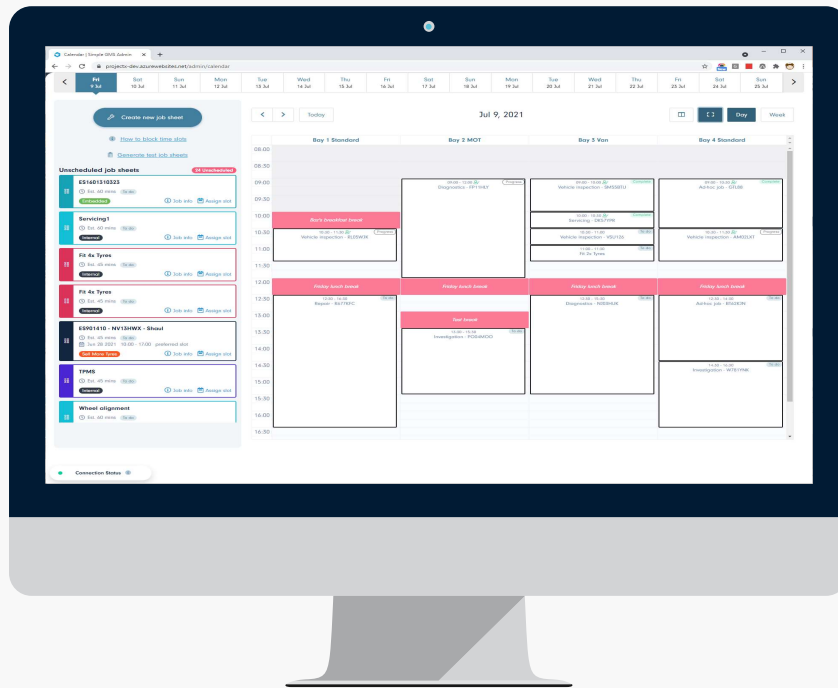
Web sales drop straight into the calendar or can remain “unscheduled” for those dealers wanting flexibility

Widgets

As well as connectivity with TyreClick dealers can add MOT and service widgets to their own website that will take bookings and drop them straight into the calendar

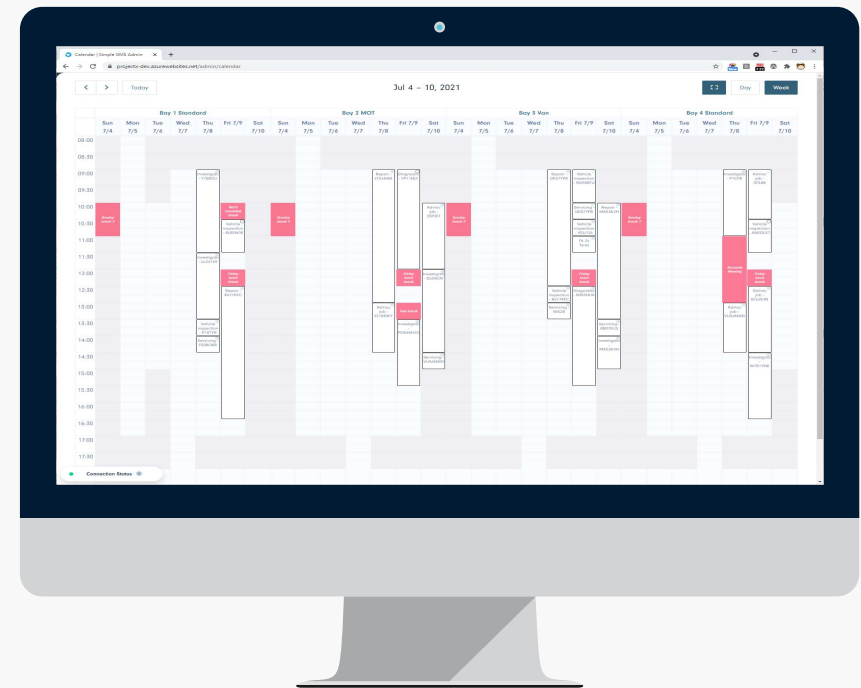
Calendar

Day View / Week View



Day View

Can be shown full screen allowing users to scroll forwards/backwards one day at a time. Date picker allows users to jump to any date past or present.

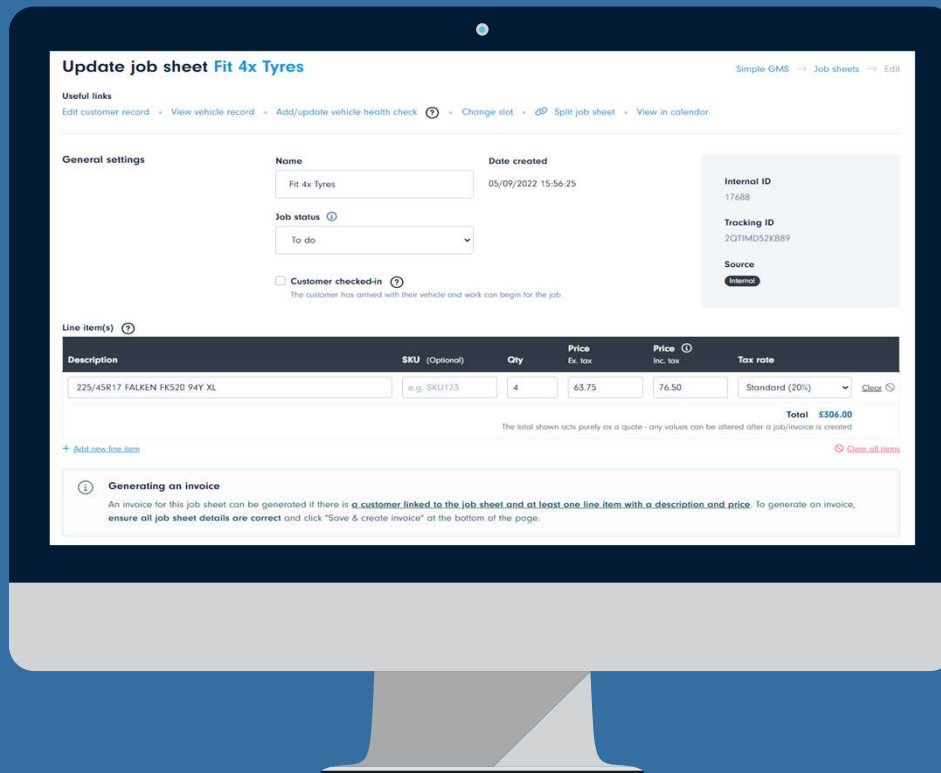


Week View

View an entire week's jobs. Scroll forwards/backwards one week at a time.

Job Sheets

The unit of work



Customer

Linked to the customer record for contact details.

Vehicle

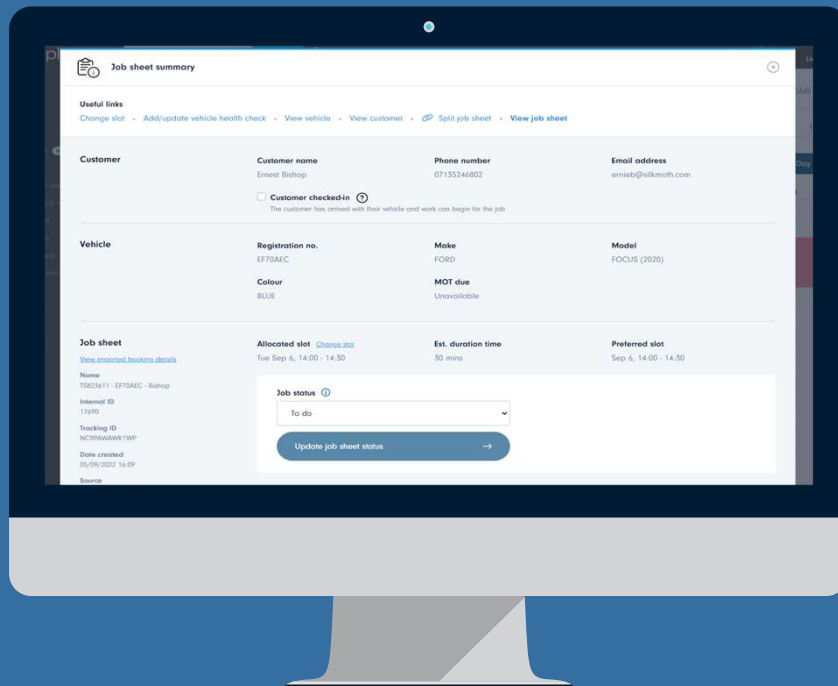
Linked to a vehicle record to show MOT status and MOT history together with history of vehicle maintenance carried out at the garage.

Job Description

Description of the work to be carried out and associated costs. Details will be used to create an invoice once work is complete.

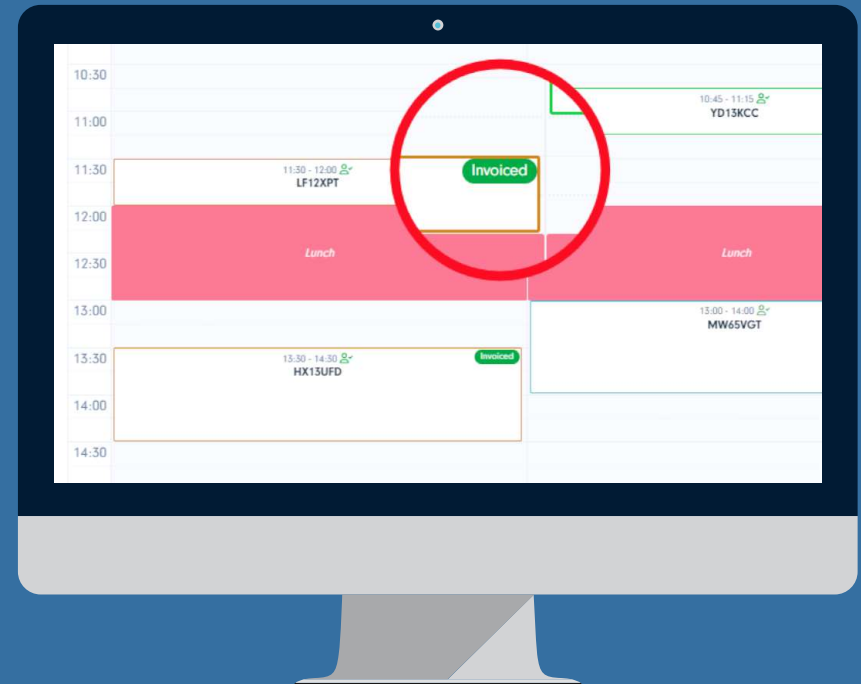
Job Sheets

The unit of work



Job Sheet

Click on a calendar entry to view a job sheet summary. Add more line items, amend customer details, reschedule job, create invoice.

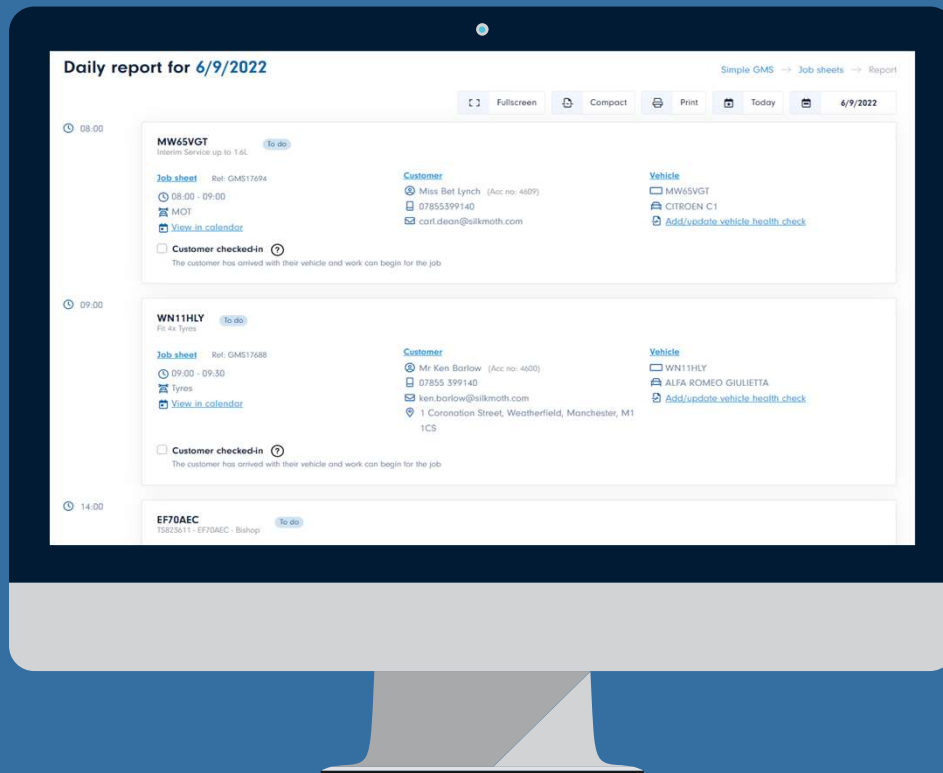


Job Sheet Status

See which jobs have started, for which jobs the customer has checked in and their vehicle is on site. Track progress through to completion.

Daily Report

Today's To Do

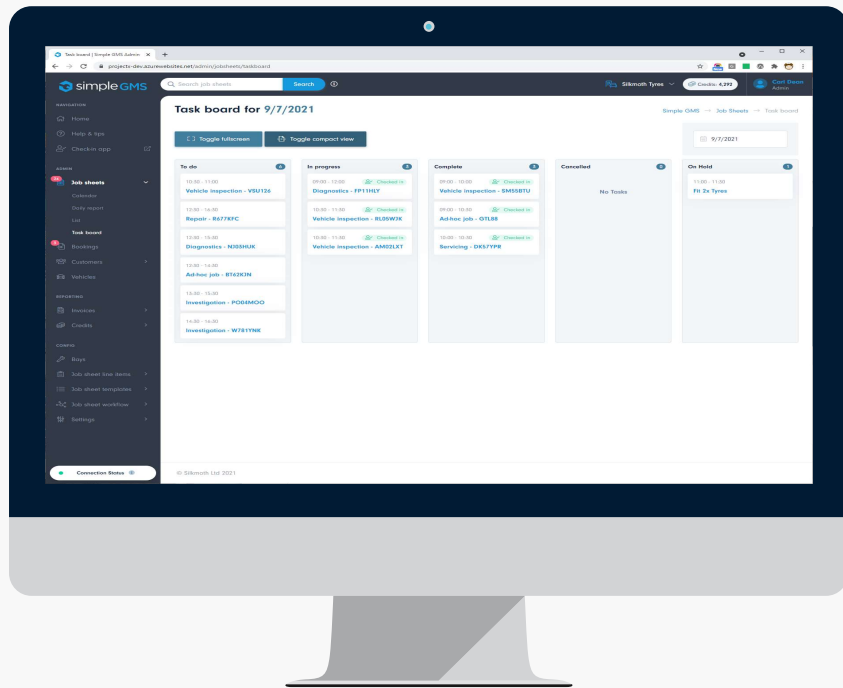


Printable Daily Report

A list of all of today's scheduled jobs in time orders showing VRM, vehicle make and model, customer details and resource allocation.

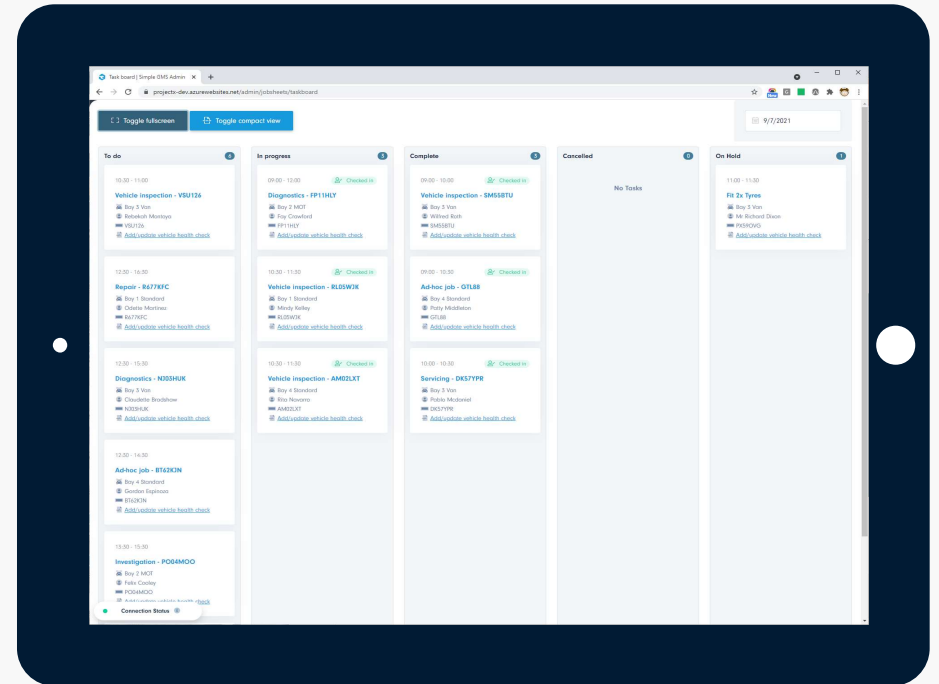
Task Board

Drag & drop updates from technicians



Task Board

See the status of all jobs. Simple drag and drop interface allows jobs to be progressed through the day.

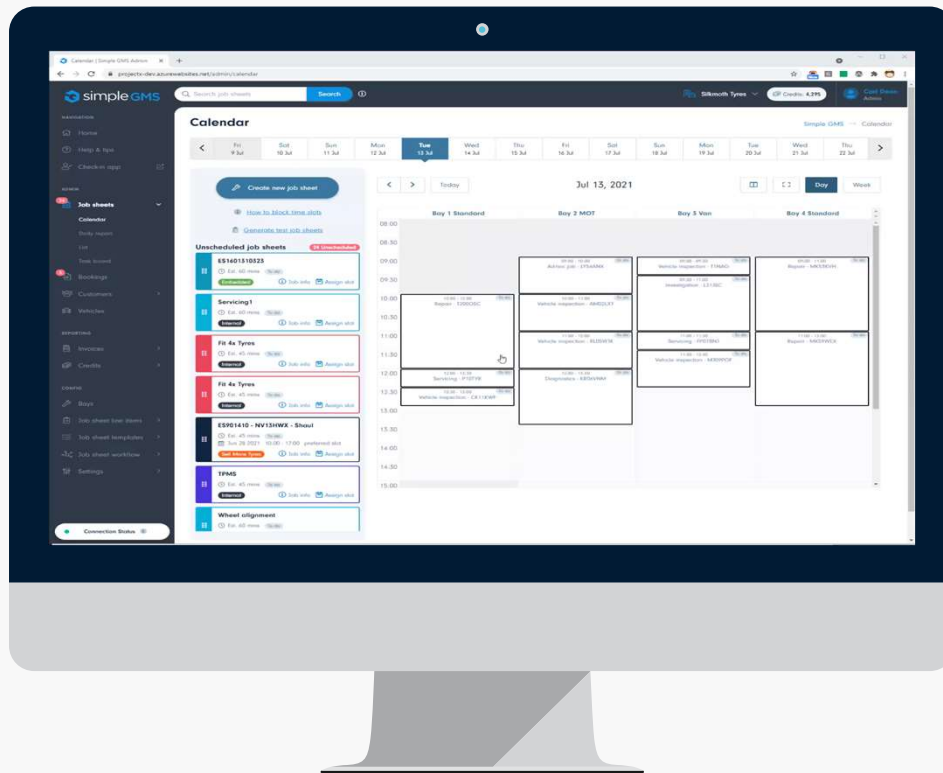


Workshop

Task board is particularly well suited for workshop tablets allowing mechanics to quickly update the status of jobs. Changes instantly reflected in the front-desk calendar.

Automatic Messaging

Keeping customers informed through text messaging



Job Sheet Changes

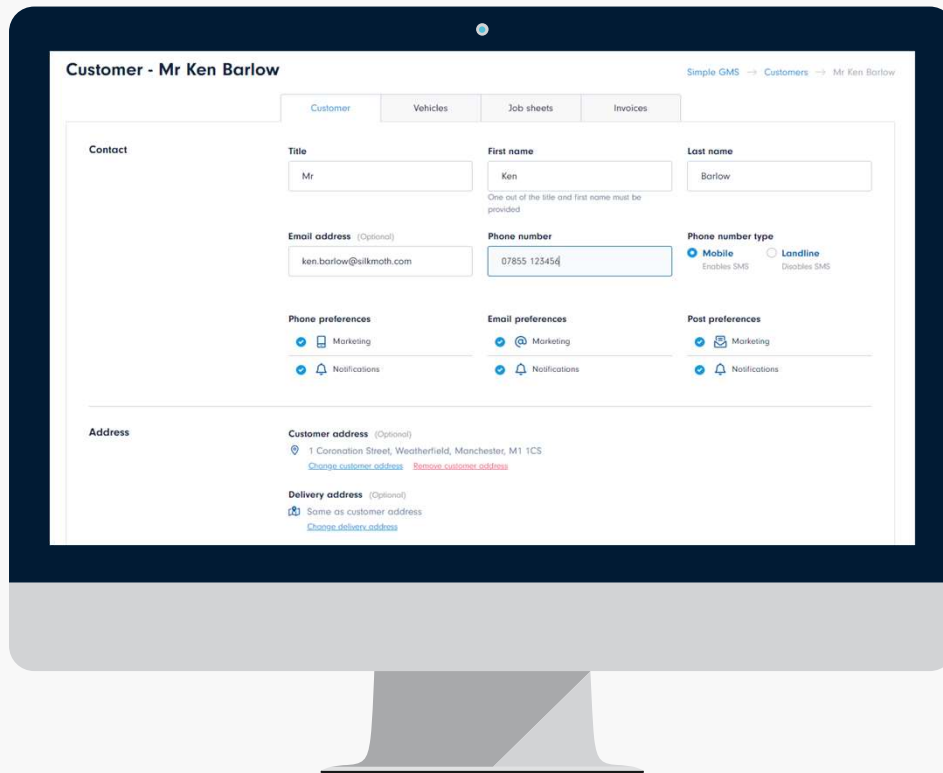
Customers are informed of changes to their jobs/appointments through automatic messaging. Text messages or email.



Customer Functions

Customers

Customer details, preferences and history



Customer Details

Contact details including email address and phone number

GDPR

Customer contact preferences for marketing and notifications

Vehicles

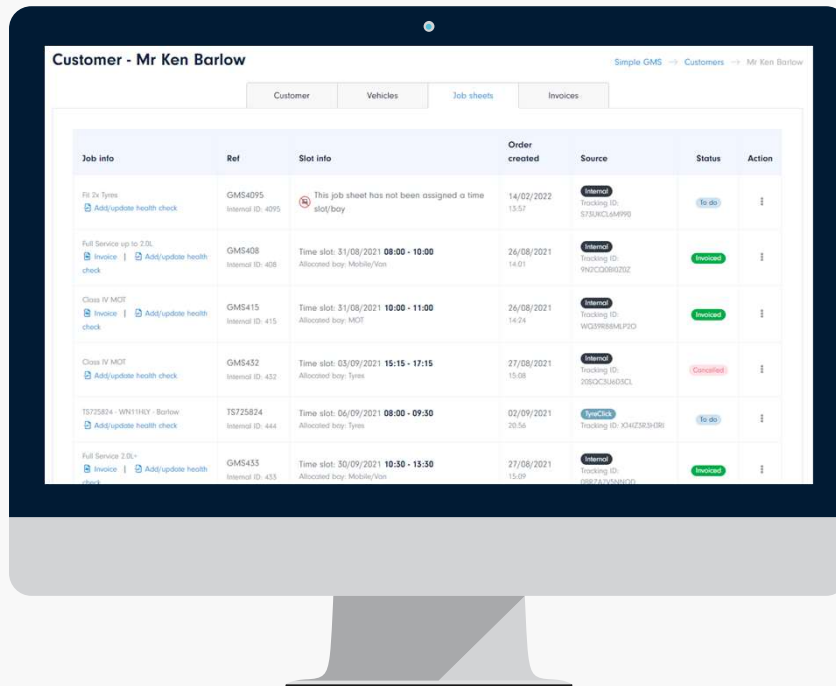
List of vehicles associated with the customer together with MOT due dates.

Payment Terms

Customer type (retail, trade, insurance) and payment terms

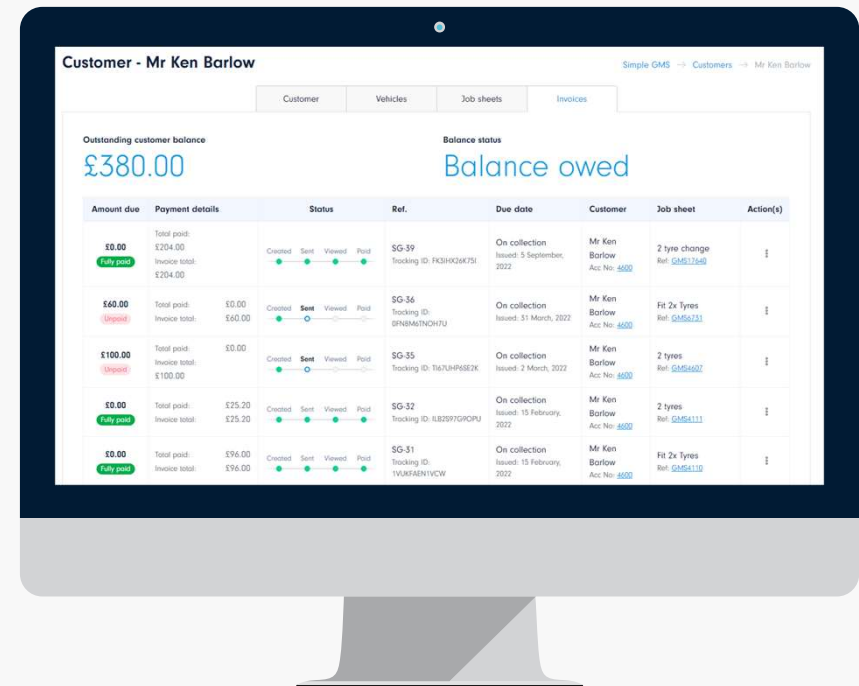
Customers

Job sheet and invoice history



Job Sheet History

View a list of all jobs carried out for a customer and their status

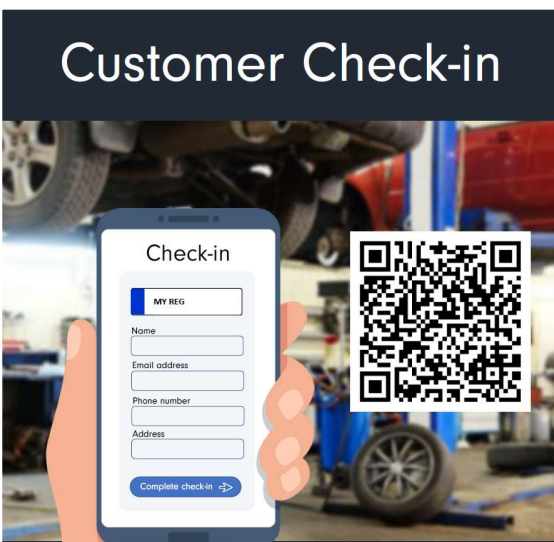


Invoice History

See all invoices raised against a customer and their payment status.

Customer Check-in

Customers control their own data and preferences



Customer Check-in

Scan the QR code to check-in and confirm your details

simpleGMS

Dealer QR Codes

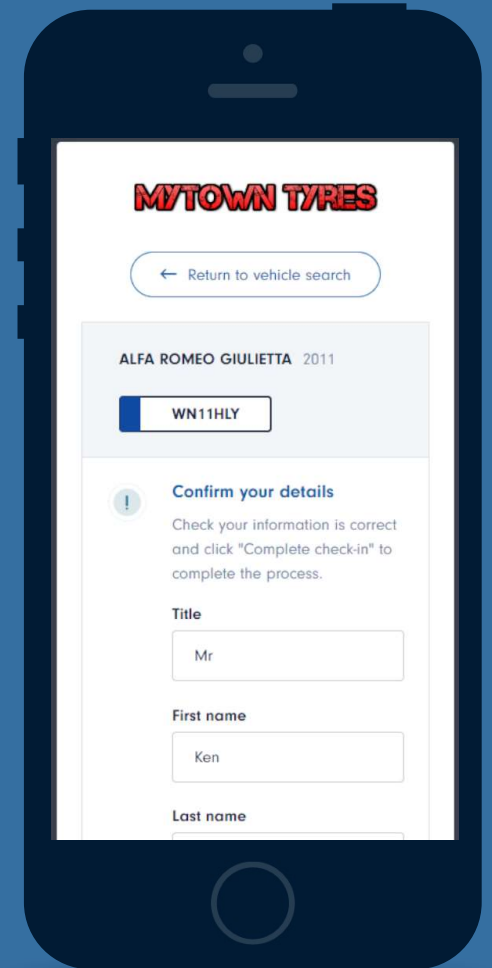
Customers scan QR code to start self check-in process from screen or from a poster. Alternatively, dealers could provide a tablet.

Data Accuracy

By encouraging customers to enter their own information the risk of data inaccuracies is greatly reduced. Accurate data creates significant business development opportunities and adds value to the business.

GDPR Compliance

By encouraging customers to check-in every time they visit they are asked to review their contact details and communication preferences.

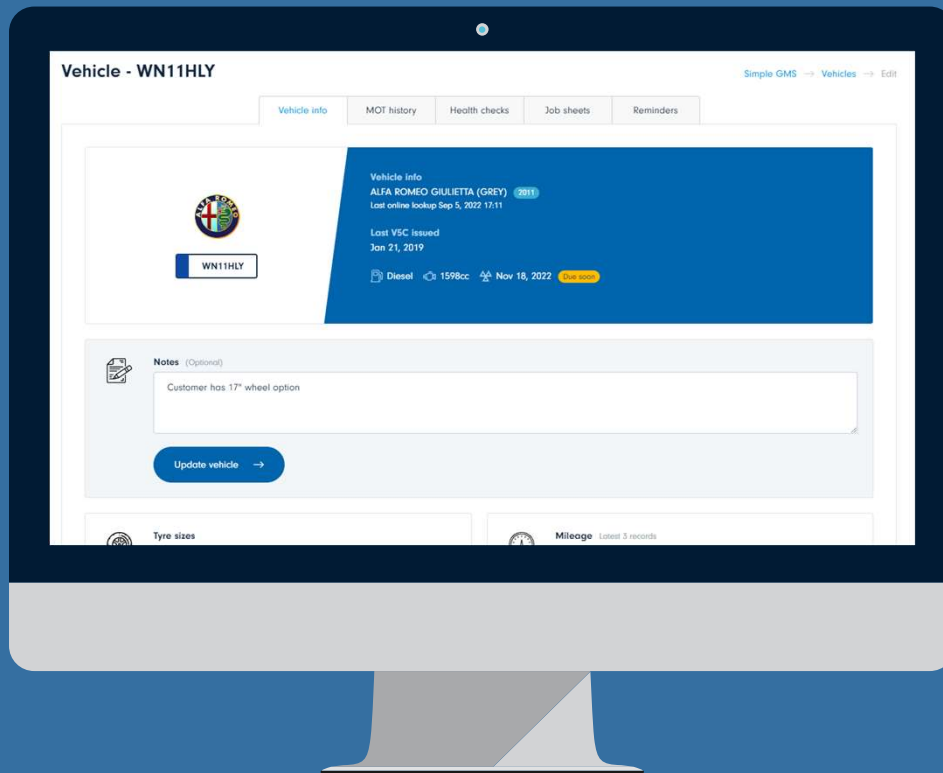




Vehicle Functions

Vehicles

Vehicle information and history



Vehicle Information

Registration number, make, model, colour and fuel type. Date of first registration, engine size, fuel type and MOT due date.

Updates from DVLA

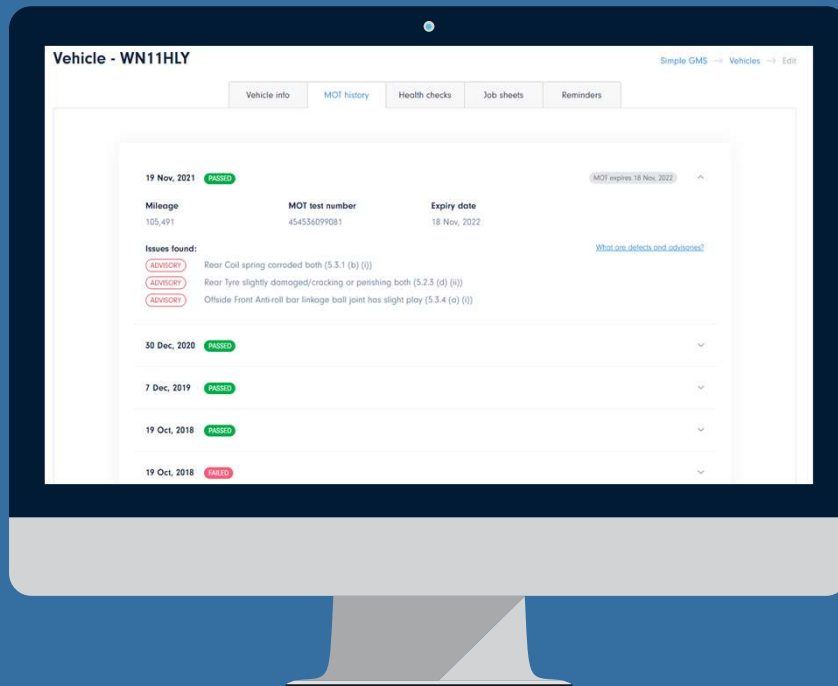
MOT due data and history updated directly from DVLA. MOT status updated on a daily basis at no extra charge to initial lookup.

Customers

List of customers linked to this vehicle.

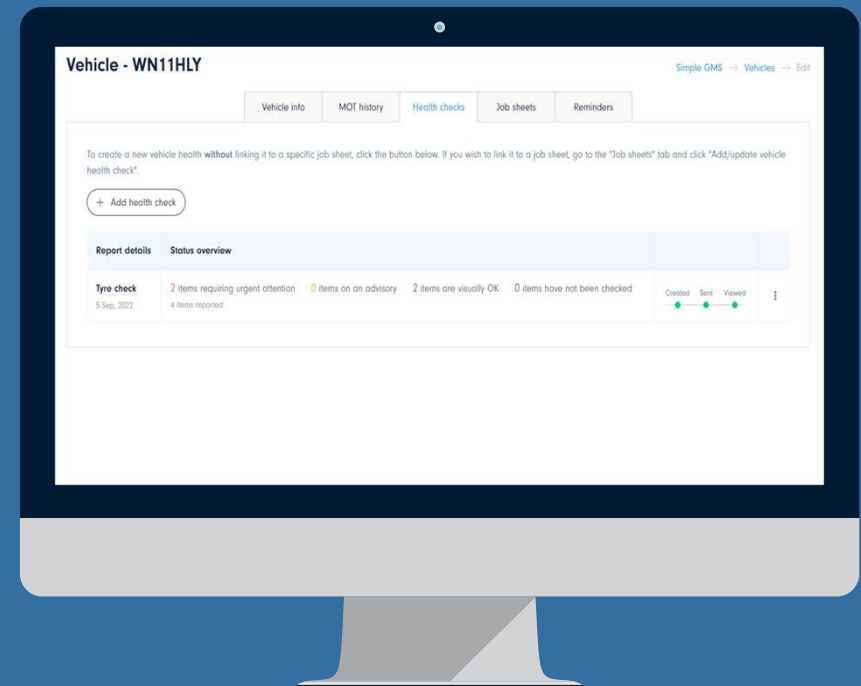
Vehicles

MOT history & vehicle health check history



MOT History

Historical MOT pass/failures and dates together with advisories.

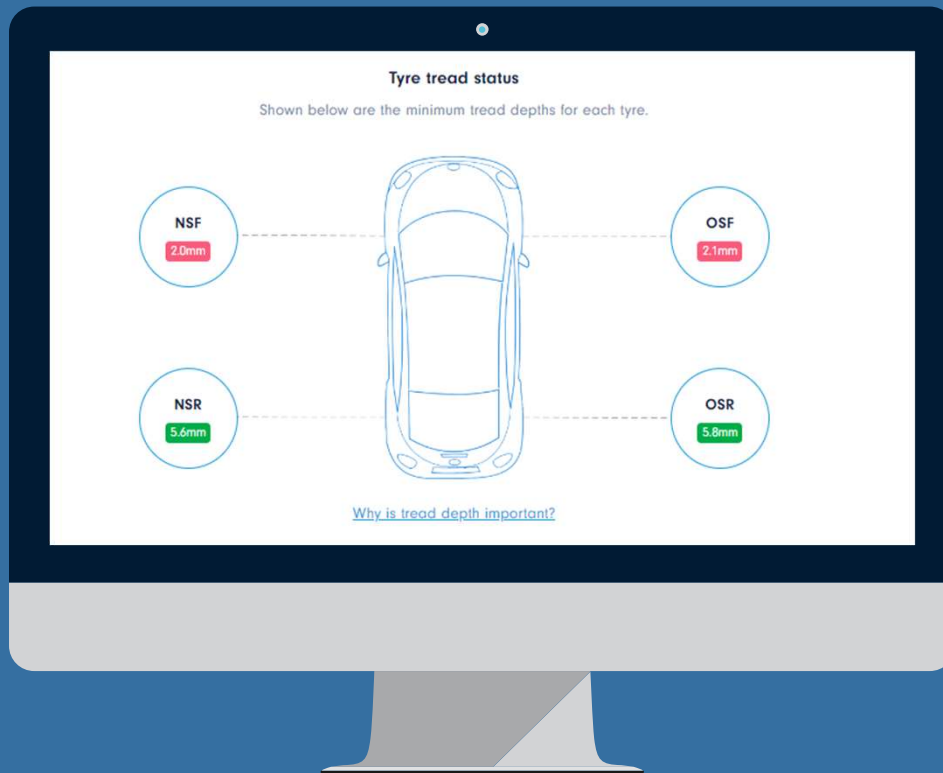


Health Check History

List of all vehicle and tyre health checks carried out and their results

Tyre Checks

Quick and easy tyre checks



Simple Four Corner Check

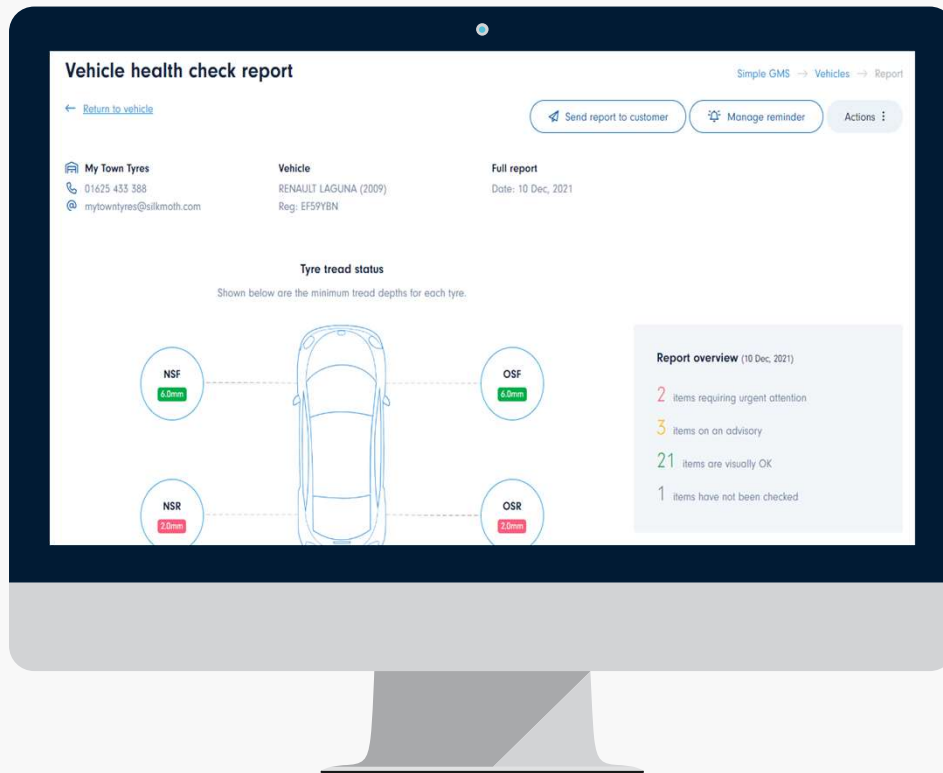
Dealers can quickly check tyre depths and condition and produce a professional report.

Reminders

Dealers can add a reminder date to the report that will be automatically followed up.

Vehicle Health Checks

Generating future income



VHC

27-point vehicle health check

Traffic Lights

Red, amber, green status for each item tested - easy for customers to understand

Follow-up Dates

Follow up dates to be used to drive future business

Vehicle Health Checks

Full Report

Check inside vehicle	Red	Amber	Green	N/C	Report & recommendations	Follow up date	Cost estimate
Horn operation			✓				
Climate control		✓			Air con not operating at approx. 25%. Recommend re-gassing	27/08/2021	£45.00
Front and rear washers			✓				
Instruments / warning light			✓				
Seat belt operation / condition			✓				
Under bonnet	Red	Amber	Green	N/C	Report & recommendations	Follow up date	Cost estimate
Brake fluid condition / leaks			✓				
Battery condition			✓				
Coolant condition / leaks			✓				
Engine oil level / leaks / condition			✓				
Belt tension / condition			✓				
Check wheels and tyres	Red	Amber	Green	N/C	Report & recommendations	Follow up date	Cost estimate
NSF depth / condition (Min tread: 6.0mm)			✓				
OSF depth / condition (Min tread: 6.0mm)			✓				
NSR depth / condition (Min tread: 2.0mm)		✓			Approaching legal limit. Recommend replacement within 1000 miles	27/10/2021	£60.00
OSR depth / condition (Min tread: 2.0mm)		✓			Approaching legal limit. Recommend replacement within 1000 miles	27/10/2021	£60.00
Spare / lock wheel nut / alignment			✓				

Report Contents

27-point check including:

- Horn
- Climate control - A/C
- Front and rear washers
- Instruments / warning lights
- Seat belts
- Brake fluid level / leaks
- Battery condition / leaks
- Coolant condition / leaks
- Engine oil level / leaks
- Belt tension
- Tyres – tread depth and condition
- Lighting front & rear
- Brakes – discs and pads, front & rear
- Wiper blades
- Windscreen
- Steering
- Suspension

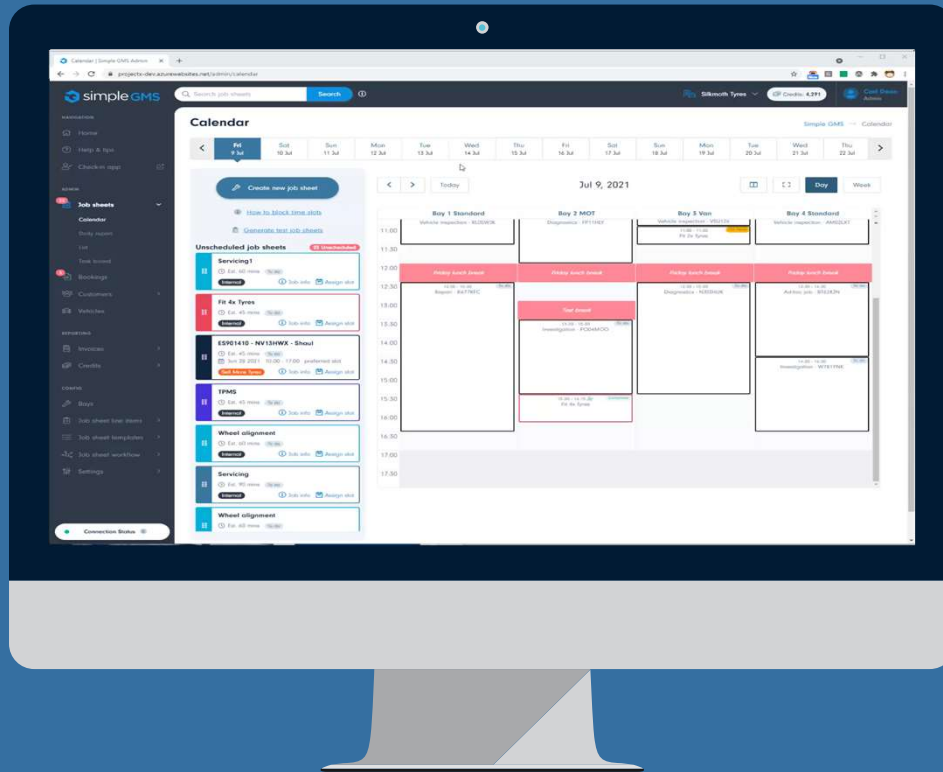
Can be emailed to customer or sent via text link.



Management Functions

Customer Invoicing

Created from job sheets



One-Click Invoice Creation

Invoices created from job sheets with a single click.

Send to Customer

Invoices can be sent to customers by email or by SMS (a link to an online copy of the invoice is sent)

Job Description

Description of the work to be carried out and associated costs. Details will be used to create an invoice once work is complete.

Invoice-only Option for Walk-ins

Create invoices quickly without the need to schedule a job sheet for walk-in customers

End of Day Report

Reconcile payments

End of day report for 5/9/2022

Simple CMS → Reports → End of day

Print 5/9/2022

7 payments received		Invoices					
	Amount	Amount due	Payment details	Source	Add'l info	Customer	Action(s)
Bank transfer	\$403.16	£0.00	Paid on 5/9/2022	\$45.00	Card (debit or credit): \$45.00	Ref: 0033	Card Shop Act No: 0011
Card (debit or credit)	\$355.00	July paid	Total paid:	\$45.00	Total: \$45.00	Due: On collection	
			Invoice total:	\$45.00	Total: \$45.00	Issued: 7/9/2022	
Cash	\$204.00	£0.00	Paid on 5/9/2022	\$45.00	Card (debit or credit): \$45.00	Ref: 0033	Mr Stan Ogden Act No: 0012
		July paid	Total paid:	\$45.00	Total: \$45.00	Due: On collection	
			Invoice total:	\$45.00	Total: \$45.00	Issued: 5/9/2022	
Payment assist	\$45.00	£0.00	Paid on 5/9/2022	\$304.00	Cash: \$204.00	Ref: 0033	Mr Ken Barlow Act No: 0002
		July paid	Total paid:	\$204.00	Total: \$204.00	Due: On collection	
			Invoice total:	\$204.00	Total: \$204.00	Issued: 5/9/2022	
Total paid	\$1,007.16	£0.00	Paid on 5/9/2022	\$220.00	Card (debit or credit): \$220.00	Ref: 0041	Mr Mike Baldwin Act No: 0004
Invoice totals	\$1,007.16	July paid	Total paid:	\$220.00	Total: \$220.00	Due: 5 October, 2022	
			Invoice total:	\$220.00	Total: \$220.00	Issued: 5/9/2022	
		£0.00	Paid on 5/9/2022	\$403.16	Bank transfer: \$403.16	Ref: 0041	Missie Coulwell Act No: 0017
		July paid	Total paid:	\$403.16	Total: \$403.16	Due: On collection	
			Invoice total:	\$403.16	Total: \$403.16	Issued: 5/9/2022	
		£0.00	Paid on 5/9/2022	\$45.00	Payment assist: \$45.00	Ref: 0041	Mr Gail Pitt Act No: 0006
		July paid	Total paid:	\$45.00	Total: \$45.00	Due: On collection	
			Invoice total:	\$45.00	Total: \$45.00	Issued: 5/9/2022	
		£0.00	Paid on 5/9/2022	\$45.00	Card (debit or credit): \$45.00	Ref: 0041	Miss Bar Lynch Act No: 0002
		July paid	Total paid:	\$45.00	Total: \$45.00	Due: On collection	
			Invoice total:	\$45.00	Total: \$45.00	Issued: 5/9/2022	
		£0.00	Paid on 5/9/2022	£1,007.16			
		July paid	Total paid:	£1,007.16			
			Invoice totals:	£1,007.16			

All Payments

Lists all payments for the day so that the till/PDQ etc. can be quickly reconciled.

Supports Easy Pay Schemes

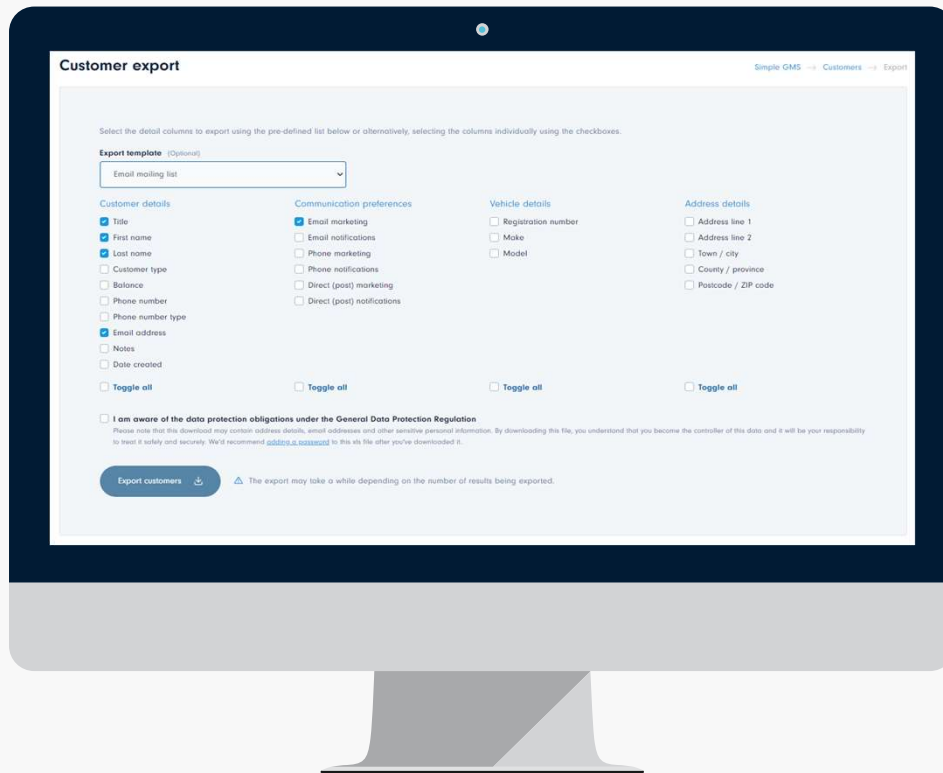
Payments can be categorized against payment schemes such as Payment Assist, Klarna etc.

Other Reports

Invoices raised, invoices paid (by day), outstanding balances (aged debtors)

Customer Export

Export customer data for campaigns



Campaign/Export Templates

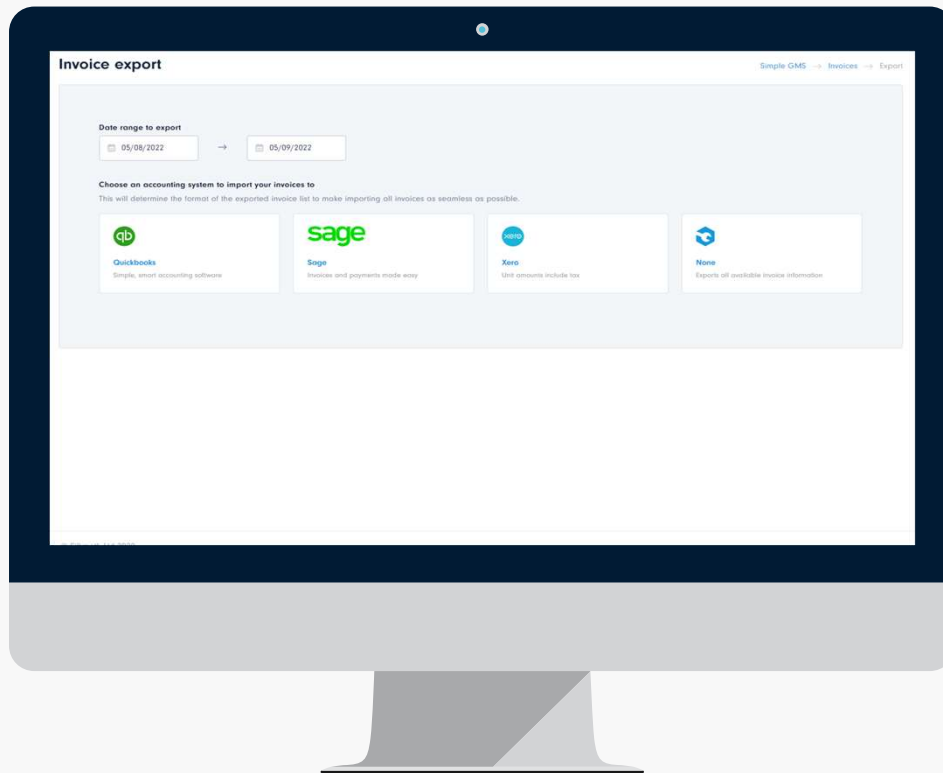
Pre-defined export templates for email, direct mail or telephone campaigns. Only export what you need.

GDPR Compliance

Dealer is reminded of their obligations under GDPR and must confirm their acceptance before export is allowed.

Invoice Export

Export invoice data to accounting systems



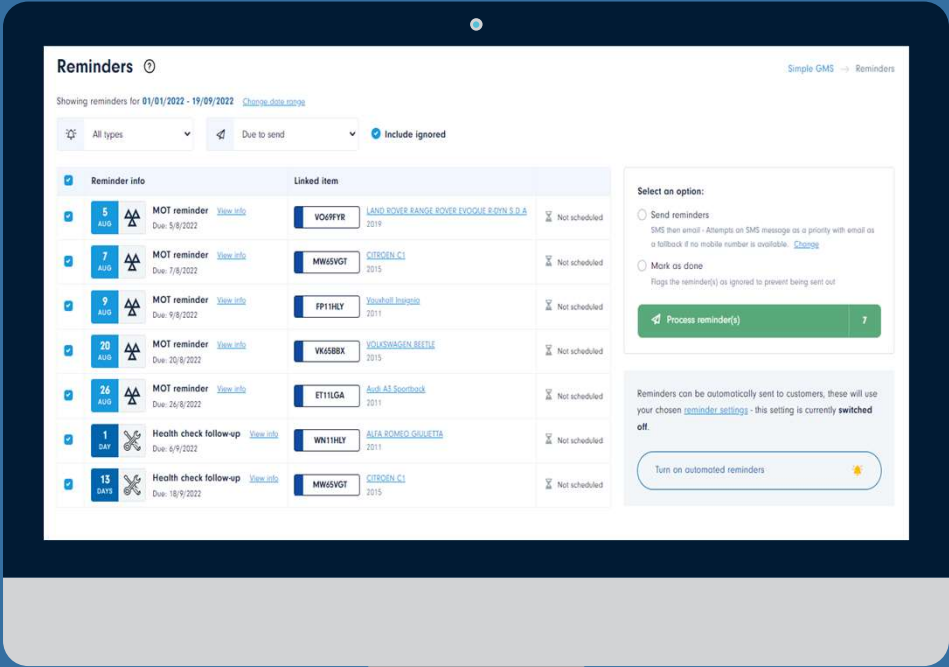
Quickbooks, Sage, Xero

Export all invoice data to the most popular accounting systems.



Reminders

New sales made easy



MOT Due Reminders

Remind customers that their MOT is due.

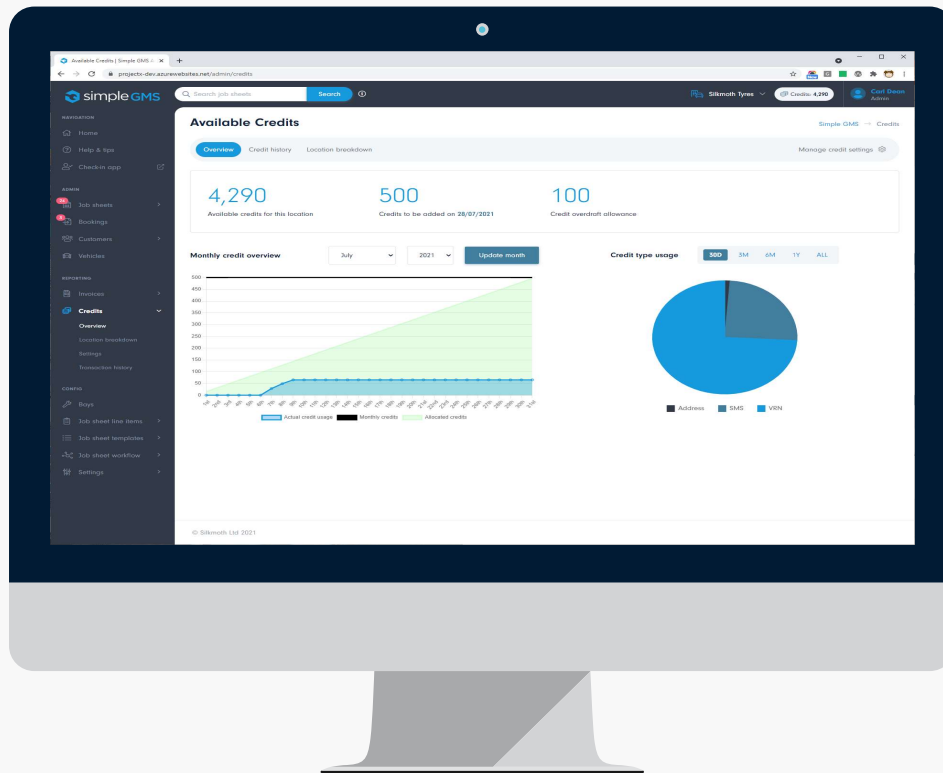
For non-MOT dealers, remind customers to get their tyres checked before their MOT (coming soon)

Vehicle and Tyre Check Reminders

Follow-up on vehicle and tyre health checks to get customers to come back to you

Credits

Paying for third-party services



Third Party Services

Integration with third-party services makes using Simple GMS quicker and easier but the service can be used without them.

VRM Lookups

Connections to DVLA and other parties for vehicle data. 1 credit per lookup.

Address Lookup

Ensure accuracy of customer addresses with postcode lookup. 1 credit per lookup.

Text / SMS Messages

Save time by contacting customers by text message. Secure, reliable, send and forget. 1 credit per lookup.

Costs

Costs per location

Subscription

Monthly subscription of £30 +VAT* per location

- Unlimited users
- Unlimited job sheets
- Unlimited invoices
- Unlimited customers
- Unlimited vehicles

Credits

Credits 5p + VAT*

- VRM, postcode and text messages all charged at 1 credit per lookup
- Credit usage assessed and renewed monthly. Unused credits carried over indefinitely

Direct Debit

All payments collected by direct debit.

For MTS Customers

- 100 free credits per month
- TyreClick dealers must be connected

** Prices correct as of September 2022*

Cost

Cost comparison

Typical Job (for comparison)

- 1 x VRM lookup
- 1 x Postcode lookup
- 1 x Text/SMS message

Typical Month

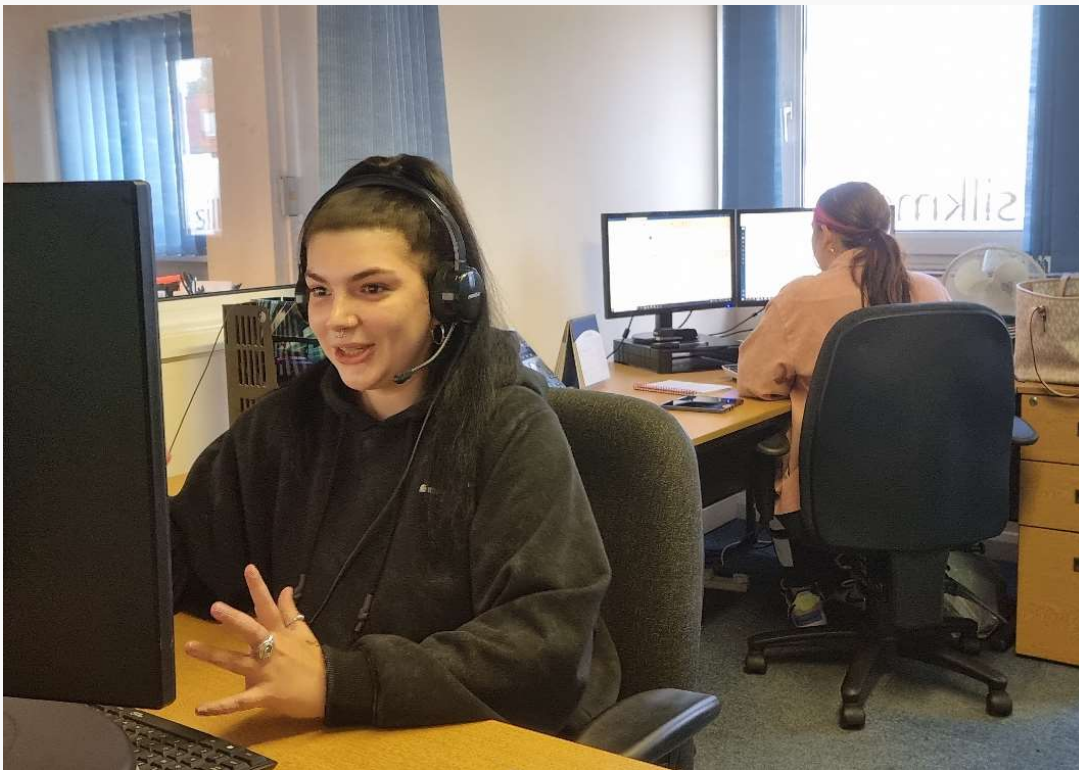
- Tyre Bay – 16 jobs per day
- Servicing Bay – 8 jobs per day
- MOT Bay – 8 jobs per day

32 jobs per day x 5.5 days per week x 4 weeks = **704 jobs**

Service	Subs	VRM	SMS	Postcode	Cost Per Month
GA4 (£350 one off purchase)	-	16p	8p	4.8p	£202
TyreSoft	£110	3p	5p	1.5p	£177
Motasoft	£50	9p	6p	?	£155
MAM (per user)	£76.50	15p	10p	5p	£288
Garage Hive (inc. 650 lookups)	£199	?	?	?	£199
Simple GMS (inc. 100 lookup for MTS customers)	£30	5p	5p	5p	£130

Training & Support

+ onboarding



Onboarding

One-to-one online sessions with dealer:

- Onboarding 1 hour – capture setup/configuration
- Getting started 1 hour
- Follow-up – up to two 1 hour sessions

Support

- Mon-Fri 08:30 – 17:30
- Telephone
- Email
- Online chat

Knowledgebase

Online *How To* videos at www.simplegms.com/tutorials



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Thank you