

Newsletter
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OmniCar Holding AB: Danish workshops set to increase customer loyalty with OmniCar SAM

It has been another great week for OmniCar who's been experiencing an increased interest from car dealers and workshops throughout the Nordics. Especially two Danish workshops J.P. Autoservice and Erritsø Autoservice specifically chose SAM because they had been struggling with customer loyalty for years, and to improve this, they have signed an individual contract with OmniCar to strengthen their position towards their customer base.

Both workshops believe OmniCar SAM can improve their customer loyalty and sees a huge potential in establishing a continued relationship with the customers. For J.P. Autoservice OmniCar SAM is a way to retain its customers and will also be used as an extra service in car sales, whereas Erritsø Autoservice has chosen SAM to provide economic safety for their customers.

- We are very pleased with the addition of J.P. Autoservice and Erritsø Autoservice in our portfolio. I am positive that OmniCar SAM will create a better relation between the workshops and their current and future customers. The customer gets security and the workshops improve their customer loyalty, says Claus T. Hansen, Group CEO of OmniCar Holding AB, and continues:

- The market is driven by what is simple, safe, easy and cheap. If the car dealers and workshops want to ensure a long-lasting relationship with the customers they need to adapt to the demand set up by the customers.

Both J. P. Autoservice and Erritsø Autoservice workshops didn't offer service agreements to their customers prior to signing with OmniCar SAM, and both workshops have signed on OmniCar's package B, which is the medium package.

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About OmniCar

The IT company OmniCar has developed a unique software solution called SAM (Service Agreement Manager) for vehicle repair shops and car dealers. SAM is a digital tool that is designed to automatically manage future sales and service agreements. SAM helps vehicle repair shops and car dealers to manage and sell far more service contracts than before, using customized additional services and subscription-based services that follow each car throughout its lifecycle.