

NAPA AUTOCARE MOBILE APP USERS GUIDE

SHOP BEST PRACTICES: GETTING STARTED

1. Register your shop at www.napaacapp.com
2. After registering, go through each screen of the shop's CMS and edit, as well as familiarize yourself with how each screen works.
3. Download the app to your personal phone/device and register as a customer.
4. Select your shop once you are registered via your CM# or use the shop listing to find and select your shop.
5. In the app, you will be able to see all these items as they appear to your customers:
About Us, Contact Us, Any shop information, Specials, Available Services, My AC Website, Etc.
6. Now, from the app's side menu, select My Shop/Schedule Appointment. Follow the steps of scheduling an appointment which the app walks you through, including adding vehicles if you are prompted to do so.
7. Once you have successfully submitted your appointment request on the app, go to your CMS and select Appointment Requests in its side menu. You will see your submitted request in your CMS now, and can respond (to yourself) using the icons on the far right side.
8. From the app try Ask My Shop and Customer/Shop Feedback. They will work much the same way as Schedule Appointment.
9. Spend time "playing" with the app and the CMS to become more familiar with how changes or submissions on one show up on the other. In this way, you will not only be able to use the app to its greatest benefit for your shop, but you will be able to guide your customers in its use. Remember: the primary idea behind the app is to strengthen the connection between your shop and your customers.

Admin Portal

First Name	Last Name	Email	Phone	Submission Date	Appointment 1	Appointment 2	Drop Off	Status	Open	Close	Manage
DIAMOND	TESTING	lphoned@nataff.com	205-555-4543	Jul 20, 2016, 10:50 AM	Jul 21, 2016, 10:50 AM	Jul 22, 2016, 10:51 AM	✓	Open	-	-	Q ↻ ⌵
APPLE	IPAD	lpad@nataff.com	205-555-5555	Jul 20, 2016, 10:48 AM	Jul 21, 2016, 10:49 AM	Jul 22, 2016, 10:49 AM	✓	Open	-	-	Q ↻ ⌵
APPLE	IPAD	lpad@nataff.com	205-555-5555	Jul 20, 2016, 10:40 AM	Jul 21, 2016, 10:40 AM	Jul 22, 2016, 3:40 PM	✓	Open	-	-	Q ↻ ⌵
Test	Message	miles@nataff.com	205-222-1492	Mar 30, 2016, 9:05 PM	Mar 29, 2017, 2:30 PM	Mar 30, 2017, 5:30 PM		Open	-	-	Q ↻ ⌵
Y	Y	bgh.com	205-276-3526	Mar 30, 2016, 9:05 PM	Mar 29, 2017, 2:30 PM	Mar 30, 2017, 5:30 PM		Open	-	-	Q ↻ ⌵
APPLE	IPAD	lpad@nataff.com	205-555-5555	Jul 20, 2016, 4:27 AM	Jul 20, 2016, 2:28 PM			Expired			Q ↻ ⌵
DIAMOND	TESTING	lphoned@nataff.com	205-555-4543	Jul 19, 2016, 8:32 AM	Jul 20, 2016, 1:32 PM	Jul 21, 2016, 8:32 AM	✓	Expired			Q ↻ ⌵
DIAMOND	TESTING	lphoned@nataff.com	205-555-4543	Jul 19, 2016, 8:27 AM	Jul 21, 2016, 8:28 AM	Jul 20, 2016, 10:28 AM		Expired			Q ↻ ⌵
APPLE	IPAD	lpad@nataff.com	205-555-5555	Jul 18, 2016, 3:14 PM	Jul 20, 2016, 3:00 PM	Jul 21, 2016, 8:15 AM	✓	Expired			Q ↻ ⌵

Mobile App

SCHEDULE APPOINTMENT

Silver Ghost
2004 Honda Accord EX
Mileage : 74,500

Choose A Date & Time

1st Choice: May 22, 2017 2:30 PM

2nd Choice: May 25, 2017 10:00 AM

CONTINUE



SHOP REGISTRATION AND INITIAL SETUP

Shop Registration using the steps listed on the left side of the screen to track progress. Screens on the right side show where in the app your changes will show. *(Note: items in blue italic relate to the customer experience)*

Step-1 Select Shop - enter CM#. If you don't know your shop's CM#, use "Find My Shop" option

Step-2 Create Username - enter the email address and password to be used by your shop for accessing admin portal

Step-3 Shop Information - make sure all information is correct and edit as needed *(Customers will be able to see and use address and phone number to find your shop and make calls)*

Step-4 App Design (template) - Select the design you'd like for your users to see on the App, several to choose from. Note: you can change at any time. *(You know your customers better than anyone, so choose the design that will appeal to them.)*

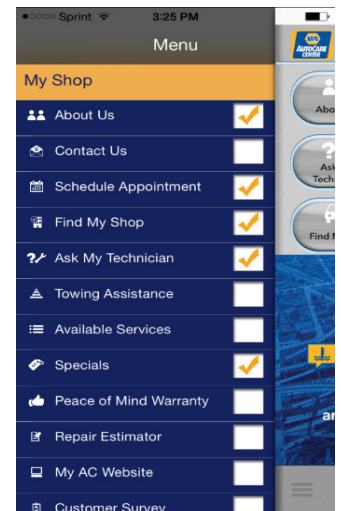
Step-5 Options - *(These keep communication open with your customers, whether for everyday items on your website, or emergencies when a tow is needed. For the check boxes, make sure you select all of the app features that you want customers to have access to.)*

- ❖ Website- enter your shop website address
- ❖ Towing Assistance- if you have or use a towing service, enter name and phone number
- ❖ NAPA Service Assistant- if you use an online NAPA Service Assistant check the box and enter the URL
- ❖ Check Boxes- Check "on" the features that your shop wants customers to see/use on app. For example, if you want customers to be able to schedule appointments from the app, switch the toggle for "Show Schedule Appointment on App" to "on", with blue showing

Step-6 Hours - enter your shop's hours of operation; users will only be able to schedule and text within these hours. *(When customers enter appointment requests, the date and time they select will be compared with your shop's operating hours. If the requested date/time is when your shop is closed, the app will ask the customer to select another.)*

Step-7 Media - *(Customizing the app creates a greater appeal and helps increase customer loyalty)*

- ❖ Logos- upload your shop's custom logo from your computer, with the correct dimensions
- ❖ About Us image- include image that introduces your shop and show the latest happenings
- ❖ YouTube video- if you have a video on YouTube, enter its YouTube ID here



SHOP REGISTRATION AND INITIAL SETUP

Step-8 Auto Services- select the services offered by your shop; standard services are pre-selected *(Customers can see at a glance whether your shop offers the service they need.)*

Step-9 Shop Contacts- Select who will receive Feedback messages, Ask My Shop questions, Make Appointment requests and text messages from the app. Note: Text messaging requires a mobile phone number, not an email address.

(Your customers want to know they can count on you and what better way to show that than to make it easy for them to connect with you?)

Step-10 Home Page Images- Select images that will be shown on the app's home screen. *(Customers want to see the latest deals, promotions and services you offer.)*

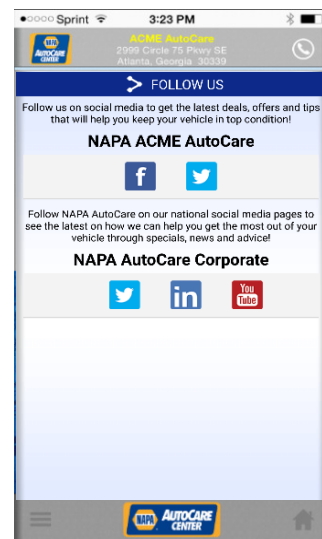
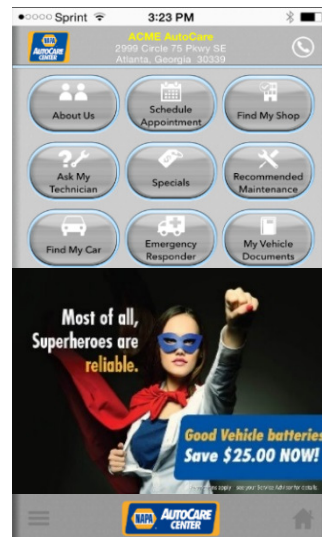
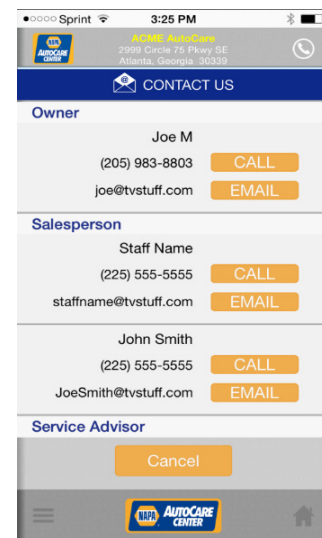
Step-11 Connect to Facebook- Login to your Facebook account to allow users to connect with and follow your page on the app *(This is another way for you to stay in the forefront of your customers' minds with communication through social media)*

Step-12 Connect to Twitter- Login to your Twitter account to allow users to connect with and follow your page on the app *(Again, this is another way for you to stay in the forefront of your customers' minds with communication through social media)*

Step-13 Loyalty Program Punch Card – Select from the drop down one of the many optional punch cards for your customers. *(Reward them for repeat visits)*

Step-14 Completed- Congratulations! Your registration is complete. You will be sent a POS kit and you are now ready to use the app. Select one of the options below to continue.

Important Note: We suggest setting up your social media calendar, utilizing the supplied Marketing Users Guide.





SHOP GENERAL SETUP

Note: These sections are required to be set-up one time, but are available for changes if needed. (Note: items in blue italic relate to the customer experience)

Shop Information *(All of this information will allow the customer to find you, contact you, and develop a relationship that will increase their loyalty to your shop.)*

1. There are six tabs on this screen, so be sure to go through each one
2. Set Up tab- Use this screen to make sure that all of your information is correct and that the features are toggled correctly that will show on your app. For example, if you want customers to be able to schedule appointments from the app, switch the toggle for "Show Schedule Appointment on App" to "on", with blue showing.
3. Location tab- Double check shop name, address and phone number. Selecting Shop Type allows you to change the type of center you are (Auto, Truck, Collision)
4. About Us tab-
 - Introductory message to your customers: the history of the shop, the standards to which you hold, etc.
 - Enter your shop YouTube ID if available.
 - Upload images of the shop, your employees, etc. for people to get to know you better.
5. Hours tab- Update hours of operation if required. Note: Users will only be able to text or schedule appointments within your designated hours of operation.
6. Facebook and Twitter tabs- Connect or disconnect from here, so users can follow you on the app.

SHOP GENERAL SETUP

Shop Services- toggle services on or off depending on what your shop offers. *(Sometimes customers have specific vehicle service needs, and this list enables them to see quickly whether your shop offers that service.)*

Shop Contacts- this is essential if you want to receive email/text notifications of new customer submissions. Enter info for employees who will receive notifications of Appointment requests, Ask My Shop submissions and Customer Feedback. *(Having contacts set up reduces the risk of missing an opportunity for business or to strengthen your relationship with the customer)*

ID	Name	Title	Phone	Email	Notify Appointment	Notify Ask Mech.	Notify Feedback	Text	Is Primary
530	Brad	Owner	205-919-9305	brad@tvstuff.com	✓	✓	✓		
1181	Mike	Shop Manager	205-529-8676	mike@tvstuff.com	✓	✓	✓	✓	
1013	Joe 2	Shop Manager	555-555-5555	test@test.com	✓	✓			
113	Nathan	Shop Manager	556-565-6566	nath@email.com	✓		✓		
55	Ted G	Shop Manager	555-555-5555	tedg@shop.com	✓				
462	John	Technician	205-256-6333	john@napa.com	✓	✓			

Sharing Codes and Links *(This is an easy way for current customers to not only download the NAPA AutoCare app, but also for you to draw new customers by sharing the app)*

1. Download QR codes which allow a user to download the app from Google or Apple. Use these in your print and/or website marketing.
2. Sharing Code: include as part of your email correspondence signature line and any other email marketing.

POS Materials- re-order any promotion materials you need from here. There is never any cost to you. *(These materials will promote the app to your customers while they are in your shop)*

Shop Administrators- These are employees that you want to have full administrative access to your admin portal

Change Your Password- Use this screen to change your password if it is lost or compromised.

Change Shop Accounts- if you have multiple shops registered, you can navigate between them here.

Get TRACS Extractor- if you use TRACS, this will help you connect between your shop and your customers, so that both can see service records. Detailed instructions at end of the user's guide. *(Customers will enjoy the ease with which they can see all of their service records from TRACS within the app)*



SHOP GENERAL USAGE

The following features focus on opening new channels of communication to and from your customers through the app. *(Note: items in blue italic relate to the customer experience)*

Customers list *(Every registered customer who selects your shop will show here, along with links to their contact info, vehicle details and service history)*

1. Shows all customers who have selected your shop on the app
2. Select first or last name to see customer details, vehicle info and service history
3. "Notifications" column shows how customer has chosen to be contacted
4. Select conversation bubbles icon to text customer
5. Select eye icon to see customer details, vehicle info and service history
6. Select a customer points to go to a customer's individual points screen.

First Name	Last Name	Phone Number	Email	Notifications	City	State	Zip	Reward Points	Text	Info	Delete
ANDREY	A		fathead13us@gmail.com					100			
aaaaa	aaaa	205-555-5555	jhsq@tshs.com					6800			
WILLIE	ABSOIT	910-388-4449	willie77302@gmail.com					0			
ABDULLAH	ABDALLA	832-451-7245	aboullahou17@yahoo.com					0			
ROBERTO	ACOSTA	860-801-2291	corror2000@yahoo.com					0			
STEVEN	ADAMS	510-274-0120	whitelighting510@gmail.com					0			
GABRIEL	ADAM	504-232-3010	wlmgarrido76@gmail.com					0			
AHM	AHM	321-866-6436	ahm@ahm.com					0			
JETHUN	ABHADOV		abnewell11@gmail.com					0			

Appointment Requests: *Note: Most columns are self-explanatory (Customer has ability to see available services, get recommended maintenance and then schedule an appointment that will be sent to shop. This request will show in admin portal, and a notification will also be sent to shop contact, which must be entered by shop, and they can then respond to customer.)*

1. Shop can sort by name or status (Open or Closed)
2. Shop can open or close request based on current status
3. Select magnifying glass to see details of request
4. Select arrow icon to reply by email
5. Select conversation bubbles icon to reply by text

First Name	Last Name	Email	Phone	Submission Date	Appointment 1	Appointment 2	Drop Off	Status	Open	Close	Manage
DIAMOND	TESTING	iphone6@vstuf.com	205-555-6543	Jul 20, 2016, 10:50 AM	Jul 21, 2016, 10:50 AM	Jul 22, 2016, 10:51 AM	✓	Open			
APPLE	IPAD	ipad@vstuf.com	205-555-5555	Jul 20, 2016, 10:48 AM	Jul 21, 2016, 10:49 AM	Jul 22, 2016, 10:49 AM	✓	Open			
APPLE	IPAD	ipad@vstuf.com	205-555-5555	Jul 20, 2016, 10:40 AM	Jul 21, 2016, 10:40 AM	Jul 22, 2016, 3:40 PM	✓	Open			
Text	Message	mike@vstuf.com	205-222-1492	Mar 30, 2016, 9:05 PM	Mar 29, 2017, 2:30 PM	Mar 30, 2017, 5:30 PM		Open			
Y	Y	b@h.com	205-276-3526	Mar 30, 2016, 9:05 PM	Mar 29, 2017, 2:30 PM	Mar 30, 2017, 5:30 PM		Open			
APPLE	IPAD	ipad@vstuf.com	205-555-5555	Jul 20, 2016, 4:27 AM	Jul 20, 2016, 2:28 PM			Expired			
DIAMOND	TESTING	iphone6@vstuf.com	205-555-6543	Jul 19, 2016, 8:32 AM	Jul 20, 2016, 1:32 PM	Jul 21, 2016, 8:32 AM	✓	Expired			
DIAMOND	TESTING	iphone6@vstuf.com	205-555-6543	Jul 19, 2016, 8:27 AM	Jul 21, 2016, 8:28 AM	Jul 20, 2016, 10:28 AM		Expired			
APPLE	IPAD	ipad@vstuf.com	205-555-5555	Jul 18, 2016, 12:24 PM	Jul 20, 2016, 3:00 PM	Jul 21, 2016, 8:15 AM	✓	Expired			
DIAMOND	TESTING	iphone6@vstuf.com	205-555-6543	Jul 14, 2016, 1:03 PM	Jul 15, 2016, 1:03 PM	Jul 19, 2016, 6:03 AM		Expired			
APPLE	IPAD	ipad@vstuf.com	205-555-5555	Jul 14, 2016, 8:53 AM	Jul 15, 2016, 9:53 AM			Expired			
APPLE	IPAD	ipad@vstuf.com	205-555-5555	Jul 14, 2016, 8:50 AM	Jul 15, 2016, 9:10 AM		✓	Expired			

SHOP GENERAL USAGE

Ask My Shop (Customers can upload audio or video recordings, images & questions about vehicle issues and send directly to shop through the app. Shop will receive the Ask My Shop submission in your admin portal. You may also set-up a contact, a designated employee of the shop who receives notifications by text or email from customers. The contact can reply directly or through the admin portal.

1. Shop can open or close request based on status
2. Select media file names to see images, video or audio recordings
3. Select arrow icon to reply by email
4. Select conversation bubbles icon to reply by text

Customer Feedback (Customers can use the app to send a shop feedback on their service experience. This feedback will be received in the Customer Feedback in your admin portal. You may also set-up a contact, a designated employee of the shop who receives notifications from customers, to receive a notification by text or email. The contact can reply directly or through the admin portal.

1. Select arrow icon to send email response to customer
2. In Close column, shop can set status of feedback
3. Text icon allows shop to respond by direct text

Texting Feature- (App allows you to text the customer directly from the admin portal.)

When a customer allows texting in their Notifications Setup, a bubble icon will show in all places in the shop admin portal that allow communication with this customer. Select this icon to text the customer. (Note: a shop representative must be included in shop contacts with a mobile number) When the bubble icon is selected, a popup allows the shop to select who the text comes from (Note: only shop contacts with mobile numbers will be available here); then enter message and send.

Mobile Optimized

As a shop owner you can log into the NAPA AutoCare app with your existing Credentials. We cross reference your Portal Admin email login and automatically display all the functions of the Admin Portal within the App, allowing you to see customers and respond to any of their requests.



SHOP MARKETING

Social Media Campaigns *(More of your customers are spending time on social media. Let us help you communicate your values and specials to your customers regularly through your social media. With Facebook, Twitter, email, push notifications, and app displays, you can stay in constant touch with your customers)*

Select **Campaign from Template Dropdown**. This begins the “wizard” that takes you step by step. Note: all info is pre-setup and you can just select next on every screen or edit as required.

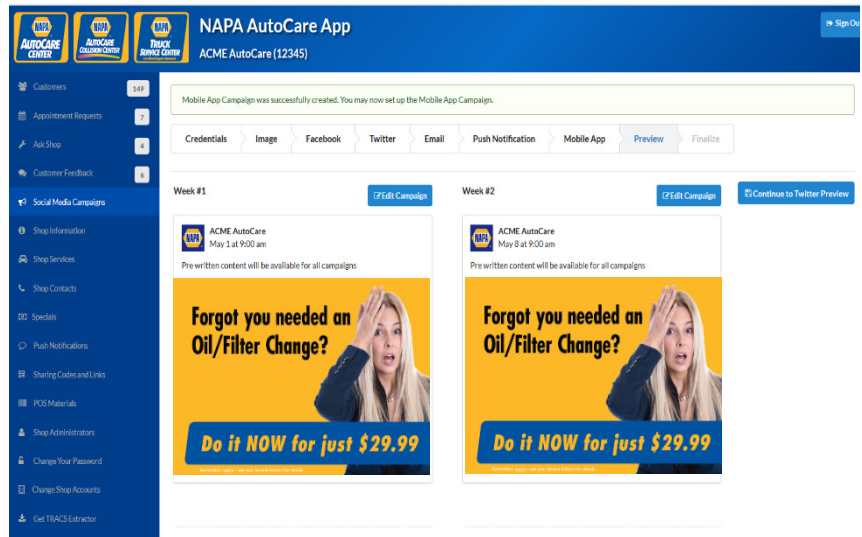
1. Credentials- Connect to both Facebook (select business page) and Twitter. (required only once)
2. Select types of media to include: Facebook, Twitter, email, push notifications, app
3. Name campaign and also the number of times you want a customer to be able to redeem offer
4. Make sure that your reply email address and phone number are both correct
5. Upload shop logo if not uploaded prior
6. Select month and year for campaign to happen, enter start and end dates

7. Enter an optional disclaimer if there are restrictions or instructions
8. Select one of the Available Campaigns
9. Facebook- Select the Use Pre-Written Text button to use pre-written messages. If you don't want to use a specific post for any of the 4 weeks in a given month, un-check the box to the left of the message for weeks you don't want to include. All items can be edited at any time.
10. Twitter- Like the Facebook screen, you can edit messages, text, date, and time

11. Email, Push Notification and Mobile App tabs- Edit message text, date and time as needed

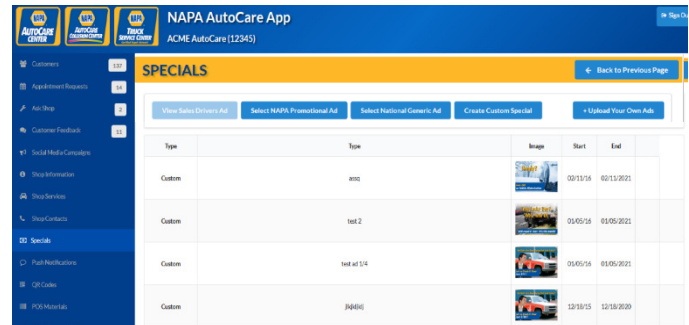
SHOP MARKETING

12. Preview- The first screen shows what each of the weekly campaign messages on Facebook will look like. Select the Edit Campaign button to make changes
13. Continue to see previews of Twitter, Email, Push Notification, Mobile App & landing page
14. Finalize and Activate Campaign redirects to calendar view where you can select month of campaign and then view and edit details.
15. Campaign Results shows results for a particular campaign; Facebook likes, Twitter shares, emails sent, etc.
16. Current Email Addresses displays all email addresses your campaign is reaching.



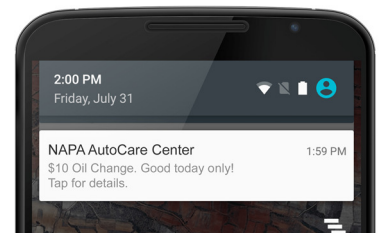
Specials *(Customers can see the latest promotions at your shop through Specials)*

1. View Sales Drivers ads, select national generic ads, or create a custom Special that will show on home screen and Specials screen in the app.
2. Create a Custom Special, enter an Ad Name, as well as Start and End dates.
3. Specials allow you to add a percentage discount or a price.

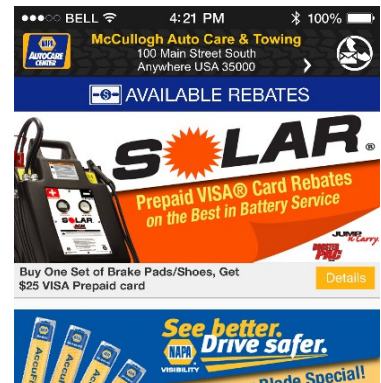


Push Notifications- *Note: allows shop to send push to all customers or a specific customer (Customers can receive push notifications (an immediate message sent to mobile devices) from the shop about deals, news, or even that their car is ready for pick up.)*

1. Select Add New Notification
2. Select All Customers or Specific Customer
3. If Specific Customer, enter name. Add Attachment if there is one. Enter message, then select Send.



Rebates- *As national rebates are offered, they will automatically show up under specials on the customers app. (Customers will be able to submit their services that offer rebates directly from the app and track the rebate.)*



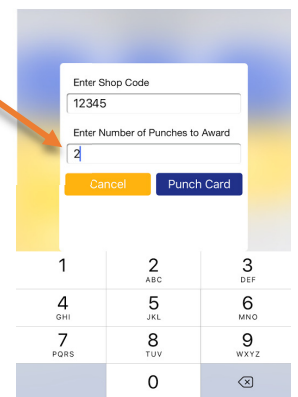
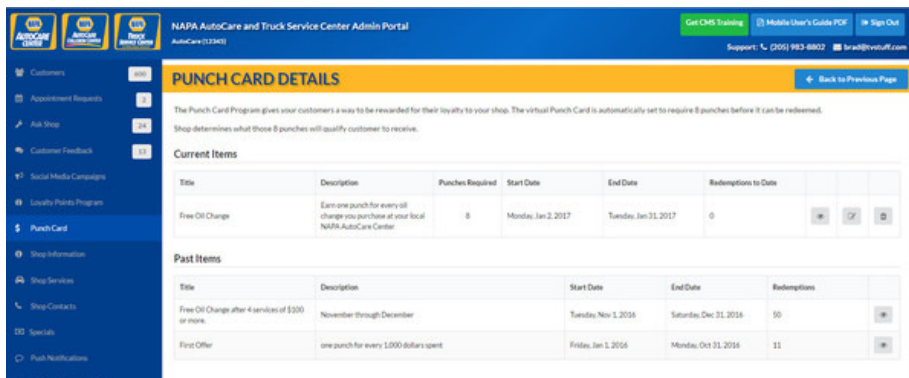
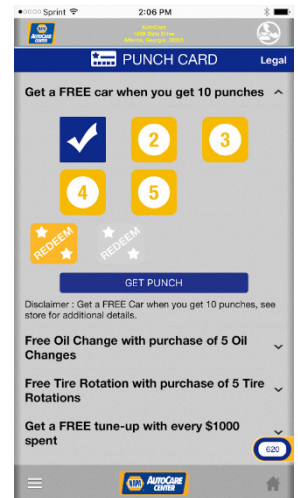


PUNCH CARD

The Punch Card rewards your customers for having all their vehicle service done at your shop. The main Punch Card screen lets them see the current service special you are offering and how many punches it requires for redemption. Received punches show a check mark, while punches remaining to be earned show as numbers. Once the required number of punches has been earned, the Redeem button changes color and can be selected for redemption. To add punches, select the Get Punch button at the bottom, and you'll be taken to an easy-to-use popup.

To give your customers one or more punches, enter your designated code and the number of punches they have earned. Select the Punch Card button, and those punches will be assigned immediately.

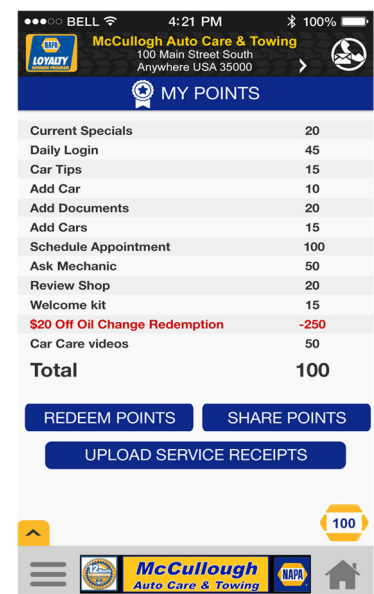
Note: You can give additional punches for larger services, such as giving 2 punches for a new \$2000 transmission.



1. Select Punch Card from the side menu in your admin portal.
2. On the next screen, click on the blue button "ADD"
3. In the Title field, enter the name by which you want call the particular punch card. For example, "Free Oil Change".
4. Enter the number of punches you want to require before redemption.
5. Enter a Start date for this punch card's availability.
6. In the description field, enter the text to explain how the card will work. For example, "Free oil change after 8 punches". Select Save.
7. To edit the current Punch Card, select Punch Card from the side menu again, and select the Edit icon on the right side. To see the details of Current or Past Items, select the "eye" icon.

Reward Points

Users can earn points while utilizing the app to help influence more app usage, they, in turn, use these points to get additional punches on their punch cards. The points amount beside each card is how many points a user is required to earn to get additional punches on a given punch card.





TRACS INTEGRATION

What TRACS Integration Software will do for you...

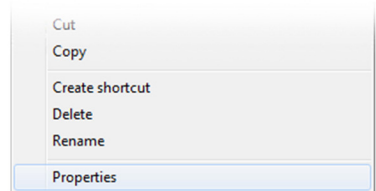
- Automatically extracts all matching customers service records and maintenance reminders, so customers will have access to all their service records on the app and be reminded of any recommended maintenance.
- Automatically extracts your entire customer database and send a welcome email telling them about the new NAPA AutoCare App.
- System will also include all these customers in your social media marketing.
- Automatically pre-populates a customer's information and assigns them to your store when they register.

Step-1: Download the NAPA TRACS Integration Software from the link found in your admin portal **"Get TRACS Integration Software"** and run it.

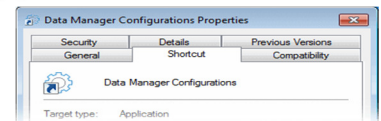
Step-2: This program must be run as Administrator, so as soon as the program is done installing and the settings window appears, close it. Locate the blue gear icon for the Data Manager shortcut on your desktop.



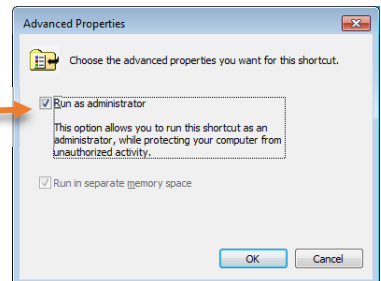
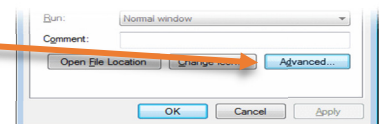
Right-click on this icon and select "Properties".



Step-3: Under the **"Shortcut"** tab, select the button marked **"Advanced"**.

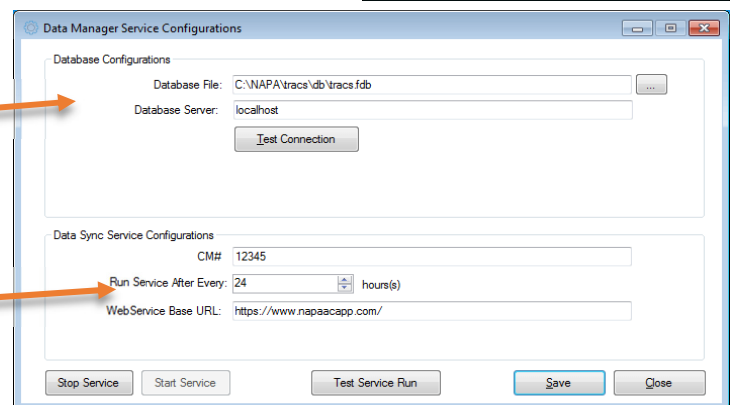


Step-4: Select the checkbox labeled **"Run as administrator"**. Then click **"Ok"** and confirm your choice. Close the Properties window.

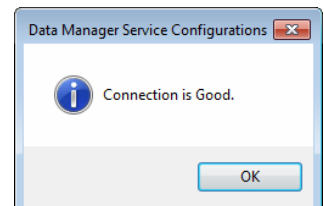


Step-5: This will open the Data Manager Configuration panel. The top row is the location of your NAPA TRACS database. Unless you have it installed somewhere other than the default location, you will not need to change this. The second row is your server location. Leave this as is.

The next section controls the data transfer. Next to **CM#**, please enter your NAPA shop number. Leave the rest of the information as is.

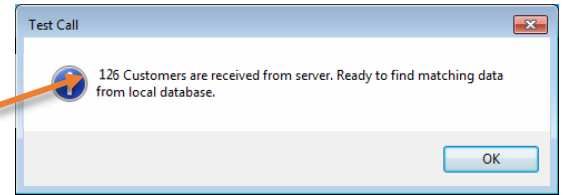


Step-6: To test to make sure that this part of the configuration is correct, press the **Test Connection** button. You should get the message at right.

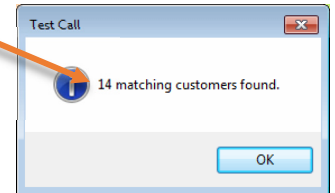


TRACS INTEGRATION

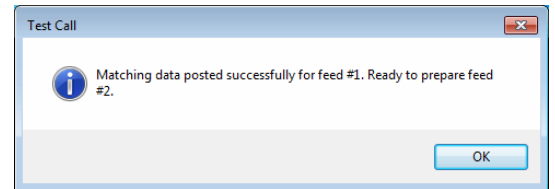
Step-7: Test the transfer with the **Test Service Run** button. It will take a few seconds for it to test the connection, depending on your connection speed. You should get a message like this. (note - customer numbers may be different) *This number refers to the number of customers in the mobile app database assigned to your shop.*



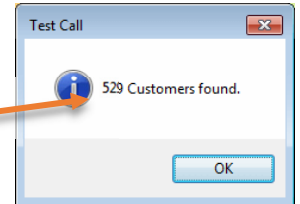
Step-8: Click **Ok**. You should get a message like the one at right. *This number refers to those customers that also have matching entries in the NAPA TRACs records.* If you don't get this message, you may not be running the data manager as Administrator. Refer to the previous section on how to set the shortcut to run the program as Administrator.



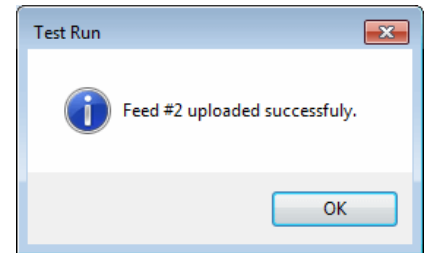
Step-9: Click **Ok** to continue the test. You should get this alert.



Step-10: This next test may take a few moments but eventually you should get a message like this. *This number refers to the list of customer whose emails are registered for social marketing.*

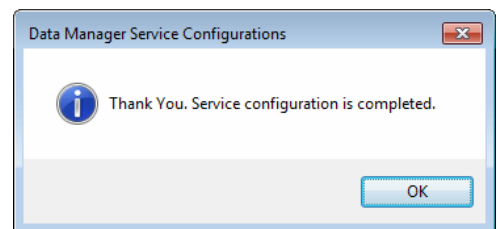


Step-11: Click **Ok** to continue. You should get this message. Click "**Ok**" to close it.



You have now completed configuration and testing. Click **Ok** to close and save your information.

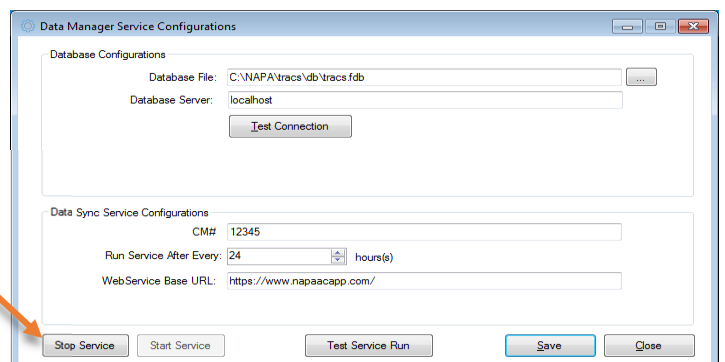
Should you get a server error during any time during installation: Send a copy of the TRACS log file to support@tvstuff.com. The log is the most current file in **Your Hard Drive/Program Files (x86)/Napa Autocare/Data Manager/Logs/**



PLEASE NOTE:

In order to run your required TRACS backup you must Stop software. Select "**Stop Service**", then select "**Save**".

After you complete your TRACS back-up Select "**Start Service**", then select "**Save**"





NAPA AUTOCARE MOBILE APP USERS GUIDE

*Please feel free to contact support if you need assistance.
support@napaacapp.com*