

ONLINE SERVICES

LET'S GET DIGITAL

Workshops shape up to digital and online marketing

'Just google it' – it is a common vernacular in the digital age, along with 'I shared it on Facebook' or 'I watched it on YouTube.'

These and many other online channels continue to shape our world and, not surprisingly, businesses which have been proactive in their digital marketing efforts are certainly reaping the rewards.

A good example is the Repco Authorised Service (RAS) network, who were the first workshop group in Australia to have an integrated website and booking system and who continue to invest heavily in providing digital marketing support for its 375 workshop members, as evidenced recently during a series of Digital Training Days held across the country.



Speaking at the Sydney event in March, RAS National Manager, Mr Peter Webb, praised the programs' formidable support resources and ongoing commitment to e-marketing.

"While our members are busy focusing on what they do best; selling hours of labour for a profit, our marketing team has been building the tools to help them prosper from online opportunities," Mr Webb said.

"Our comprehensive suite of fully personalised online marketing options includes a Google friendly mobile responsive website that integrates seamlessly with an advanced email marketing program, targeted social media promotions and professionally supported Google advertising campaigns."

According to Mr Webb, the digital marketing program represents a key part of the RAS ethos.

"Our members are local and independent and this is reflected in our digital efforts whereby each communication is customised in the individual business identity and delivered in a geo-targeted and measurable way," Mr Webb said.

The RAS program is currently recruiting new members across the Nation.

For more information visit www.joinrepco.com.au or, of course, you could just google them!

PARCEL DELIVERY APP IMPROVED

Gopher delivery tracking app now using QR codes

The parcel delivery tracking app, Gopher, which is available via Android smartphone, has announced it is now using QR codes, which provide more information than traditional barcodes.

QR codes are ideal for auto parts as they promote greater efficiency in tracking stock and deliveries, according to Walter Scremin, General Manager of Ontime Group, which assisted in the development of Gopher, "QR codes provide customers with more information about their deliveries, and improves their ability to track and manage inventory.

"A QR code assists in the track and trace of cartons, and also the contents should anything go missing, it allows automated notifications to the end receiver of the progress of the delivery and also provides the driver with clearer instructions such as COD amounts."

Mr Scremin said several auto parts companies use Gopher at lower cost than traditional delivery



tracking devices. "Auto parts companies are under constant time pressure and these tools both protect their businesses from lost or misplaced items and enable more efficient deliveries."

Ontime Group is a national transport and logistics company specialising in outsourced fleet management services. Ontime provides everything required for a company's transportation arm including vehicles, drivers, processes, training, technology and more – ensuring greater professionalism in transport operations and saving money in the process.

Ontime Group also created one of the cheapest and most effective GPS tracking technologies on the market, Ontime Earth, which is used by a range of companies to track vehicles and deliveries.

For more information visit www.ontimegroup.com.au or www.ontimeearth.com.au

NGK/NTK LAUNCH E-LEARNING PROGRAM

Interactive new tool for teaching mechanics

When starting out as a mechanic, car parts interpreter or automotive sales representative, access to accurate and up to date product knowledge is fundamental and powerful, but it can also be tricky to find a reliable source.

To combat this problem, NGK Spark Plug Australia and KYB Shock Absorbers have developed an E-Learning program.

As an in-depth and interactive tool for training and development, the NGK/NTK and KYB E-learning websites offer a complimentary step-by-step learning suite for ignition, sensor and suspension products; spark plugs, glow plugs, oxygen sensors, ignition leads, ignition coils, and shock absorbers.

Both the NGK/NTK and KYB programs consist of learning modules, featuring detailed theory paired with interactive animations. Through these modules participants can learn about the function of each part; the components of each part and how they work; factors that affect each part; different operating conditions; different part types; and new technology



At the completion of each topic, participants are given an opportunity to test their knowledge by completing a module quiz. This allows them to demonstrate an advanced understanding of the product group and draw attention to any areas which may need revisiting. Upon successful completion of each individual learning module, participants are issued a congratulatory certificate to recognise their achievement. Similarly, upon completion of all learning modules, a 'gold' certificate is issued to recognise completion of the full E-learning program.

In a special offer, those who complete the NGK/NTK or KYB E-learning programs during April or May will receive a complimentary NGK gift pack.

For more information, visit ngkelearning.com.au or kybelearning.com.au

