Tekmetric Shop Management System Brand Guide

Brand Guide for Content & Media Partners

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Brand Overview

Company Vision

In our vision, Auto Repair Professionals throughout the industry are thriving in their roles. Service advisors can facilitate communication inside the shop and with customers as smoothly as possible so that they can grow in their careers. Technicians can focus on fixing cars, since they know that the service advisors are keeping customers in the loop. And auto repair shop owners? They're finally free from being physically tied to their shops. They can check on their business performance metrics anytime, anywhere—even during odd hours in remote locations. With a clear view of the big picture, they're making more informed decisions. Their businesses are growing, and they have a lot more time to spend with their friends and family.

Our vision also changes the car repair experience for drivers. Getting their car fixed is actually convenient and feels good. Drivers trust the people working on their vehicles, and are in-the-know with what's going on in the garage. Auto repair now fits flexibly into a customer's day as they navigate the work projects, family life, errands, and other commitments that fill their schedule. They can drop off their car, approve or decline work as it comes in, or discuss the job with the shop when they're ready.

We show up to work every day to design and produce tools that disrupt the norm, we embrace service and support as a way of life because our partners are our friends, and we focus on a shared vision to improve the lives of the Auto Repair industry through improved efficiency, more trust, and helping our community meet their goals.

Company Mission

Tekmetric's mission is to revolutionize the Auto Repair Industry, making it easier for:

› Auto repair shops to grow their businesses

› Auto Repair Professionals to succeed in their roles

› Drivers to get their vehicles repaired

Brand Essence & Values

BRAND ESSENCE

Driving the Auto Repair Industry Forward

BRAND VALUES

Service	Visibility	Simplicity	Innovation	Growth
We provide excellent service to Auto Repair Professionals so that they can provide excellent service to their customers.	Metrics fuel growth. We empower shop owners with insights so that they can streamline their operations and grow their relationships with customers.	We make complexity easy to manage.	"Is there a better way?" We challenge ourselves and our users to think big and bring our shared visions to life.	Growth is how we reach our full potential, both professionally and personally. We look forward to growing our community of shop owners and franchises so that they can serve their customers for generations to come.

Voice Guidelines by Audience & Content

Audience/Content Cheat Sheet

Intended Readership	Potential Content Types	Tone	Notes
Media	‣ Press releases ‣ News pieces ‣ Reports ‣ Talking points	‣ Formal ‣ Third person ‣ AP Style	‣ Tekmetric is always an "It," not an "Us" or "We" or "They" ‣ Follow AP Style
Single Independent Repair Shop Owners	‣ Thought Leadership Pieces ‣ Shop Spotlights ‣ Educational Blogs ‣ Webinars ‣ Social Media (Instagram, Facebook) ‣ One sheeters, demos, and other sales tools	‣ Casual, Fun, Supportive, Service-focused, Personable, Knowledgeable ‣ Focus on how they can use Tekmetric to grow their business ‣ First person should be collective ("we", "our," "us"). It is perfectly acceptable to switch between collective first person, second person, and third person as long as the meaning is clear. ‣ Example: "Tekmetric is designed to help shop owners like you grow your business. We always listen to shop owners and do our best to implement the changes you want to see." ‣ Humanize the product and company (Tekmetric can be a "We")	‣ Shop owners are who we talk to most of the time ‣ Single shop owners may want to own more shops or grow their existing shop

Intended Readership	Potential Content Types	Tone	Notes
Multi-Shop Owners (MSOs)	‣ Thought Leadership Pieces ‣ Shop Spotlights ‣ Educational Blogs ‣ Webinars ‣ Social Media (Instagram, Facebook) ‣ One sheeters, demos, and other sales tools	‣ Use the same standards as you do for single shop owners.	‣ Shop owners are who we talk to most of the time ‣ MSOs already have multiple shops, demonstrating an understanding of growth and the importance of efficiency
Enterprise Shops	‣ White Papers ‣ Enterprise Case Studies ‣ Reports ‣ Thought Leadership Pieces ‣ News Updates ‣ Social Media (LinkedIn) ‣ One sheeters, demos, and other sales tools	‣ Business casual or professional, depending on circumstance. (White papers and LinkedIn lean more toward formal professional, while one sheeters and leadership pieces can be more business casual) ‣ **Emphasize business intelligence.** Use **statistics** and **metrics** whenever possible.	‣ Executives, experts and specialists, key administrators ‣ Focused on ROI ‣ Longer sales cycle ‣ Segmented from independant (non-franchise) shop owners

Intended Readership	Potential Content Types	Tone	Notes
Shop Employees: Technicians & Service Advisors	‣ Webinars ‣ Educational blogs ‣ Shop Spotlights ‣ Customer Success Content	‣ Casual, Fun, Supportive, Service-focused, Personable, Knowledgeable ‣ Focus on ease-of-use, providing a great customer experience, and easily being able to track processes.	‣ Talk about making life easier by making the shop more trackable so it can run better ‣ Emphasize career opportunities and sales ‣ Address pain points related to transferring systems
Coaches & Partners	‣ Speeches ‣ Presentations ‣ Twitter	‣ Inspirational, aspirational, empowering, visionary, approachable yet authoritative	‣ Associations, vendors, conference decision makers and other thought leaders or industry influencers
Investors	‣ Pitch Decks ‣ Business Plans	‣ Analytical, Thorough, Numbers-driven, Aware, Visionary, Strategic, Knowledgeable	‣ Validate the idea to raise money

Content Consistency Guidelines

Product Name

"TEKMETRIC SHOP MANAGEMENT SYSTEM"

When referring to Tekmetric as a product, always refer to it as a system, not a software unless it is described as cloud-based (i.e. "cloud-based software").

The full name is "Tekmetric Shop Management System." Treat the full name as a proper noun.

Writers can place "the" before the full name as appropriate, such as "With the Tekmetric Shop Management System, you can grow your business faster than ever before."

The full product category of the Tekmetric system is an "auto repair shop management system."

When should a writer use the full product name, "Tekmetric Shop Management System?"

‣ When first introducing the product to an audience who may not have heard of it before or does not have it top of mind

‣ When trying to drive the point home that it's a comprehensive system

‣ For SEO purposes

Do Not:

‣ Write as two words: Tek Metric

‣ Camel case: TekMetric

‣ Spell "Tek" with a "ch": Techmetric

When Referring to the Company

"THE TEKMETRIC TEAM"

When referring to Tekmetric as a company, make it abundantly clear that we are referring to the team of people behind the product. Use clarification words such as "team" (Ex. the Tekmetric team) or refer to specific teams within Tekmetric such as "our customer success team." Once it is clear that we're talking about Tekmetric the company/team, it's okay to use pronouns such as "we" and "us" and "our."

Warning: Use discretion when switching back and forth between describing the company and describing the product; switching between the two concepts too quickly can confuse the reader, so double check all wording to make sure it's clear.

Some contexts, such as milestones and company history, can become confusing for the reader if we do not use clarifying language. One solution for clarification is to use "Tekmetric Shop Management System" for the product, and "the Tekmetric team" for the company.

Example: "In 2018, 300 new shops started using the Tekmetric Shop Management System, and the Tekmetric team doubled in size."

Tekmetric Sub-Branded Products

For products within Tekmetric (like Tekmerchant and Tekmessage), always refer to the branded name as well as the category when first mentioned in a piece of writing, speech, or presentation. For all subsequent mentions, only use the branded product name.

TREAT FULL NAMES AS PROPER NOUNS:

‣ "Tekmessage True Two-Way Texting"

‣ "Tekmerchant Text-to-Pay"

EXAMPLES

‣ "Tekmetric is proud to introduce Tekmessage True Two-Way Texting. With Tekmessage, service advisors send and receive messages directly within Tekmetric."

‣ "Tekmerchant Text-to-Pay makes it easy for shops to collect payment. Tekmerchant has been used by auto repair shops to facilitate touchless service during the COVID-19 pandemic."

Titles, Numbers, & Punctuation

CONTENT CAPITALIZATION

Content	Title-Cased	Not Title-Cased
Titles of releases, articles, whitepapers, blogs, and other pieces of content	✓	
Headings	✓	
Subheadings	✓	
Email Subject Lines	✓	

Note on title-case usage for Tekmetric:

Use titlecase.com to generate title-case. Only exception is the word "With," which we capitalize in title-case.

OXFORD COMMAS

Follow the AP Style Guide rules in press releases and other journalism-affiliated content: If omitting a comma could lead to confusion or misinterpretation, then use the comma.

In-house, and in all other marketing material, always use the Oxford comma.

NUMBERS

Follow the AP Style Guide on when to spell out versus use the numeral for numbers.

Special Terms

We consider the following industry terms as "special terms," and treat them as proper nouns.

‣ Auto Repair Professionals

‣ Automotive Repair Industry

‣ Auto Repair Industry

All Metrics that Tekmetric tracks are also considered "special terms," including:

‣ Average Repair Order (ARO)

‣ Car Count

‣ Gross Profit Dollars (GP$)

‣ Gross Profit Percentage (GP%)

The following terms must abide by Tekmetric's usage standards:

The cloud

When referring to Tekmetric and "the cloud", it is appropriate to say "Tekmetric runs on the cloud." Do not write as "Tekmetric runs in the cloud."

Realtime

The word "realtime" as in "realtime metrics" or "realtime reports" is always spelled as one word when referring to Tekmetric. Do not write as two words (real time) or with a hyphen (real-time).

Partnerships & Integrations

PARTNERSHIPS

Partnerships are a two-way street. As a sign of respect, we say
"Tekmetric is now partnering with (partner name)."

INTEGRATIONS

Ask yourself, "Who is integrating with who?"

Remember that most integrations are with Tekmetric, meaning that the integrated product now works
within Tekmetric. So we say "Kukui integrates with Tekmetric" and not "Tekmetric integrates with Kukui."

Branding for Marketing Pieces

Each of the following branded marketing pieces should be treated as proper nouns:

TEK-TIPS

Tek-Tips are any tips that apply to how to do something within Tekmetric.

‣ Always use a hyphen;

‣ Always capitalize both Ts.

‣ Bold, follow by a colon

‣ Use discretion and use sparingly.

SHOP SPOTLIGHTS

NUTS & BOLTS

‣ Use ampersand

TM-500 INDEX

‣ Always call "TM-500 Index" when first mentioned in a piece

‣ Remember to capitalize the "I" in "Index"

‣ You can drop "Index" and call it "the TM-500" when the "Index" part has been established

‣ Not the "™-500"

‣ Not the "TMI"

Thank you for following our Brand Voice Guidelines. By reading this material, you are acknowledging your intent to follow our brand standards.

Please contact marketing@tekmetric.com for any questions or guidance.

tekmetric®
SHOP MANAGEMENT SYSTEM