



Autosport Performance Launches Online Reservation System

Exclusive European auto repair shop eschews telephone book for online reservation system. Even the corner garage offers online 24-7 services via the internet. Clients can make online reservations for oil changes.

Englewood, NJ ([PRWEB](#)) August 19, 2004 -- European auto repair specialists, Autosport Performance Inc. announced the launch of their new Online Reservation System. This system allows customers to request a reservation for a service appointment for their car online 24/7. Arthur Druce, Owner of Auto Sport Performance said, "The whole idea is customer service. We want to always be available for our customers, and now we're expanding that to the Internet."

The website and Online Reservation System was set up by 1GoodReason.Com, an Englewood based web design and Search Engine Marketing company. Chris Kieff, President of 1Good Reason.com said, "The Internet is no longer a gimmick, people today use the web instead of a phone book to find businesses. It's a logical to offer your clients conveniences that the 24/7 availability of the web can allow you to do cost effectively."

Autosport Performance specializes in European car repairs and upgrades. The company always has a cluster of Porsche's, Mercedes, BMW's, Audi's and VW's parked at its 27 W. Forest Ave., Englewood location. Mr. Druce went on to say, "Our clientele is more comfortable with technology in general, and likely to have the Internet in their homes and businesses. We're happy that we can offer this service to both existing and new customers." Earlier attempts at answering machines and answering services had led to frustrations for clients and the business itself. "Dropped calls, people using cordless phones where messages couldn't be heard. It caused frustration and unhappy customers and forced us to stop accepting messages via phone after hours." said Mr. Druce.

But that's all a thing of the past now, says Mr. Kieff, "A client sitting at home at 10 or 11PM or even 2 or 3 AM, can visit your web site and request an oil change for next Tuesday. The next business day, they'll receive a confirmation." Autosport's web site allows the visitor to choose 2 possible dates and then choose how they want to be contacted for the confirmation; email, phone or fax. It follows up with a Thank You email as well if they have entered an email address too.

Mr. Kieff has some advice for businesses considering adding this type feature to their company's web site.

- * Keep it simple, don't offer every possible option under the sun. If it's too confusing people will be intimidated and they won't finish the process.
- * Include a follow up or a "Thank You" email in the process. That message will act as a confirmation that their message was received and can also act as a reminder to them of the appointment they have just set.
- * People are sick of spam (unsolicited email) so you must display a privacy policy, and stick to it.
- * Organic- The term applied to business processes means they need time to grow. If your new grass seed isn't growing in 3 days are you going to plow it under? It can take up to 6 months for changes to organically make connections on the Internet.
- * Give people time to get used to the idea. Often they could see the "new" way of contacting you but won't try it till the second or third time. In the auto repair business that can take 6 months or more- the interval between oil changes.
- * Monitor the program and if it doesn't get the response levels you had hoped for, slowly-change it.



* Offer a discount for online services to give the program a head start.

FOR MORE INFORMATION:

Mr. Arthur Druce, Owner
Autosport Performance Inc.
27 W. Forest Ave.
Englewood, NJ 07631

Internet: www.AutosportNJ.com
www.AutosportNewJersey.com
V 201-816-0911
F 201-816-7337

Mr. Chris Kieff, President
1Good Reason.Com
Regency Circle
Englewood, NJ 07631

Internet: www.1GoodReason.com
V 201-569-2341
F 201-569-75356
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**Contact Information****Chris Kieff**

1Good Reason.Com

<http://www.1GoodReason.com>

201-569-2341

Online Web 2.0 VersionYou can read the online version of this press release [here](#).