



## Launch Of User-Friendly Website Makes Auto Body Repair Experience Easy

*Anxious consumers can now be completely at-ease with choosing an auto body shop that will meet their needs. And they can do it before they ever pick up the phone or drop by.*

Peoria, AZ ([PRWEB](#)) January 6, 2010 -- Today, 1,000 San Franciscans will be in an auto accident and will begin the odyssey of getting their car repaired. If they are like most people, it will have been a decade since their last accident and repair. Most of them will feel completely helpless and ill-prepared for what lies ahead. From filing an insurance claim to getting an estimate and choosing an auto body repair shop, consumers have to act quickly in making an important decision with very little information or experience.

Increasingly, consumers would turn to the internet to do exactly this kind of pre-purchase information gathering. Unfortunately, auto body shops, like most small businesses, have been slow to deliver what consumers are looking for: peace of mind, trust, and reassurance. Consumers feel they are left to choose a collision repair shop "sight unseen." Not so with Chilton Auto Body's new website. ([www.chiltonautobody.com](http://www.chiltonautobody.com))

"In order to meet the real needs of consumers who have been in an auto accident," says owner Mike Chilton, "we have completely overhauled our website. The objective was to make it easy for first-time visitors to find what they were looking and to give them all of the information they need to make a decision that puts them at ease. They can find out everything about us any time night or day and they can do it without ever feeling put down."

Chilton's new website provides information that allows visitors to really "test drive" the business to see if it is right for them before making a decision. They can also confirm referrals they may have received from other sources, like insurance companies or car dealers. To this end, the website includes the following types of information:

- Professional certifications
- Customer reviews and testimonials
- Business History and Shop Tour
- Copy of Lifetime Warranty
- Earth-friendly precautions and practices
- Explanations of the repair and insurance claims processes
- Business contact information, including: phone numbers, locations, maps, and business hours

A key feature on the website is the ability to make an "instant appointment." This is the culmination of a process that allows the consumer to review the business at their own pace and then make an appointment to begin the repair process, 24 hours a day, seven days a week. Instant Appointments allow the visitor to start relaxing immediately, even when the business is closed for the day.

Chilton concludes, "We think the website will be very appreciated by women. They can get all the answers to their questions without ever being made to feel stupid, looked down on, or taken advantage of. It's the whole focus of our customer service as an AskPatty Certified Female Friendly® Business."

### About Chilton Auto Body

Chilton Auto Body has been family-owned since its founding in 1969. Over the past four decades Mike Chilton



has grown the company to four Bay Area locations by focusing on expert collision repair and sensitive customer service. They've been a part of the San Carlos, Burlingame, San Francisco, and San Rafael communities for more than 40 years.

Chilton Auto Body's primary goal is to take the worry out the auto body repair experience by refining the insurance claims experience, developing efficient insurance relationships with major insurance companies, and championing technician training and certification and earth-friendly paint systems.

Chilton Auto Body has facilities at the following convenient locations:

Chilton Auto Body – San Carlos

361 Quarry Rd.

San Carlos, Ca 94070

(650) 591-7700

Serving San Carlos, Redwood City, San Mateo, Belmont, and Foster City

Chilton Auto Body – Burlingame

1028 Carolan Ave.

Burlingame, CA 94010

(650) 696-9200

Serving Burlingame, San Mateo, San Bruno, Millbrae, and South San Francisco

Chilton Auto Body – San Francisco

320 10th St.

San Francisco, CA 94103

(415) 861-0921

Serving the San Francisco districts of South of Market, Tenderloin, Mission, Hayes Valley, and Potrero

Chilton Auto Body – San Rafael

36 Front St.

San Rafael, CA 94901



(415) 456-7969

Serving San Rafael, San Anselmo, Greenbrae, Novato, and Mill Valley

Or visit the website at: [www.chiltonautobody.com](http://www.chiltonautobody.com)

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**Online Web 2.0 Version**

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