

“Why should I use ClearMechanic when I can take photos with my own camera?”

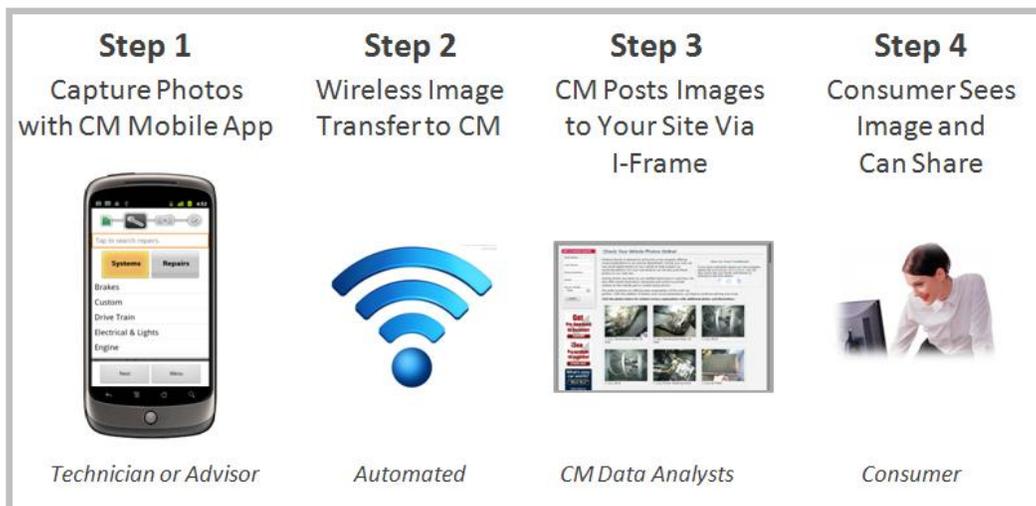
We hear two questions from many prospective ClearMechanic users: 1) “is the free version of your product *really* free?” and 2) “why should I use ClearMechanic when I can take photos with my own camera?”

To address the first question briefly: **yes**, the free version is completely free. There is no catch.

The second question is so important to understanding the benefits of ClearMechanic’s program that I want to devote this entire blog post to it.

First, A Few Clarifying Points

But first, here are several clarifying points for those unfamiliar with ClearMechanic:



- **ClearMechanic uses your own smartphone camera.**

Our program does not require users to buy new cameras. Instead, we have developed mobile applications available for download on any Android or iPhone smartphone. So, when we hear the “can I use my own camera?” question, the answer is that even with ClearMechanic’s program all users will still capture vehicle photos with their own smartphone cameras.

- **ClearMechanic is designed for instant sharing and explanation.**

ClearMechanic allows service centers to take high-quality vehicle photos and share them with customers automatically. This sharing occurs through e-mail, text message and the service center’s web site. Our

technology also automatically features expert diagrams alongside each vehicle photo. In sum, our primary goal is to enable instant sharing and explanation. The user takes photos and we do everything else.

The rest of this blog post assumes that the prospective ClearMechanic user is interested in sharing vehicle photos, not just storing photos on a personal camera.

- **This post assumes the service center already understands the value of “visually explaining” repairs.**

This post is focused only on prospective ClearMechanic users who already believe in the financial value of “visual explanation.” Visual tools build trust with car owners, improving near-term sales and long-term retention. Please contact us at info@clearmechanic.com to address other questions about our program, including our track record of generating higher sales for each service center customer.

Benefits of ClearMechanic Program vs. Sharing from Your Own Camera

Assuming a service center wants to share vehicle photos with a customer, ClearMechanic offers undeniable benefits.

- ClearMechanic is faster.
- ClearMechanic automatically sends photos through e-mail, text message and web. Regular cameras cannot address all three communication channels.
- ClearMechanic automatically features expert diagrams and illustrations next to each vehicle photo.
- ClearMechanic’s “add arrow” feature allows users to identify vehicle damage directly on a photo. This cannot be done with a regular camera.
- ClearMechanic stores vehicle photos forever and sorts them by RO number and repair type.
- ClearMechanic’s professional web interface allows dozens or hundreds of photos to be featured on a service center’s website.
- It’s completely free to post photos online with ClearMechanic.

Below is more information on each of these points.

1) **ClearMechanic is faster.**

If it is not easy to share vehicle photos with customers, service center employees will simply not take photos. It’s that simple. Resistance to change is high, which means an extra 30 seconds to plug in a cable or type in an e-mail address will not be tolerated by users.

Method of Photo Sharing	Average Time Required to Share Photos with Customers	Comments
ClearMechanic	15-25 seconds	Automated sharing through e-mail, SMS and web
Smartphone without ClearMechanic application	60 seconds	Manually typing e-mail or phone number is inefficient
Traditional digital camera	60 – 300 seconds	Often requires plugging in USB cord to desktop computer; manually typing e-mail or phone number is inefficient

ClearMechanic is a fast, automated tool for photo-taking and sharing. To those service centers who say “can we use our own cameras?”, we often ask how many photos the service center currently takes. The answer is typically zero or perhaps a few photos per month. The average ClearMechanic customer takes 300 photos per month. Our peak customer takes 1,000 photos per month! The reason for such high utilization is that our process is incredibly fast (and generates a meaningful increase in sales).

2) ClearMechanic automatically sends photos through e-mail, text message and web. Regular cameras cannot address all three communication channels.

It is frustrating for service center employees to take vehicle photos and later find out a customer never viewed them. ClearMechanic solves this by immediately posting vehicle photos online (see example: <http://www.toyotapaloalto.com/service-photos.htm>) and automatically sending photos to customers by e-mail and text message. This ensures the customer can view the photos in a reasonable timeframe.



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Service Photos

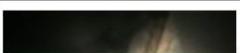


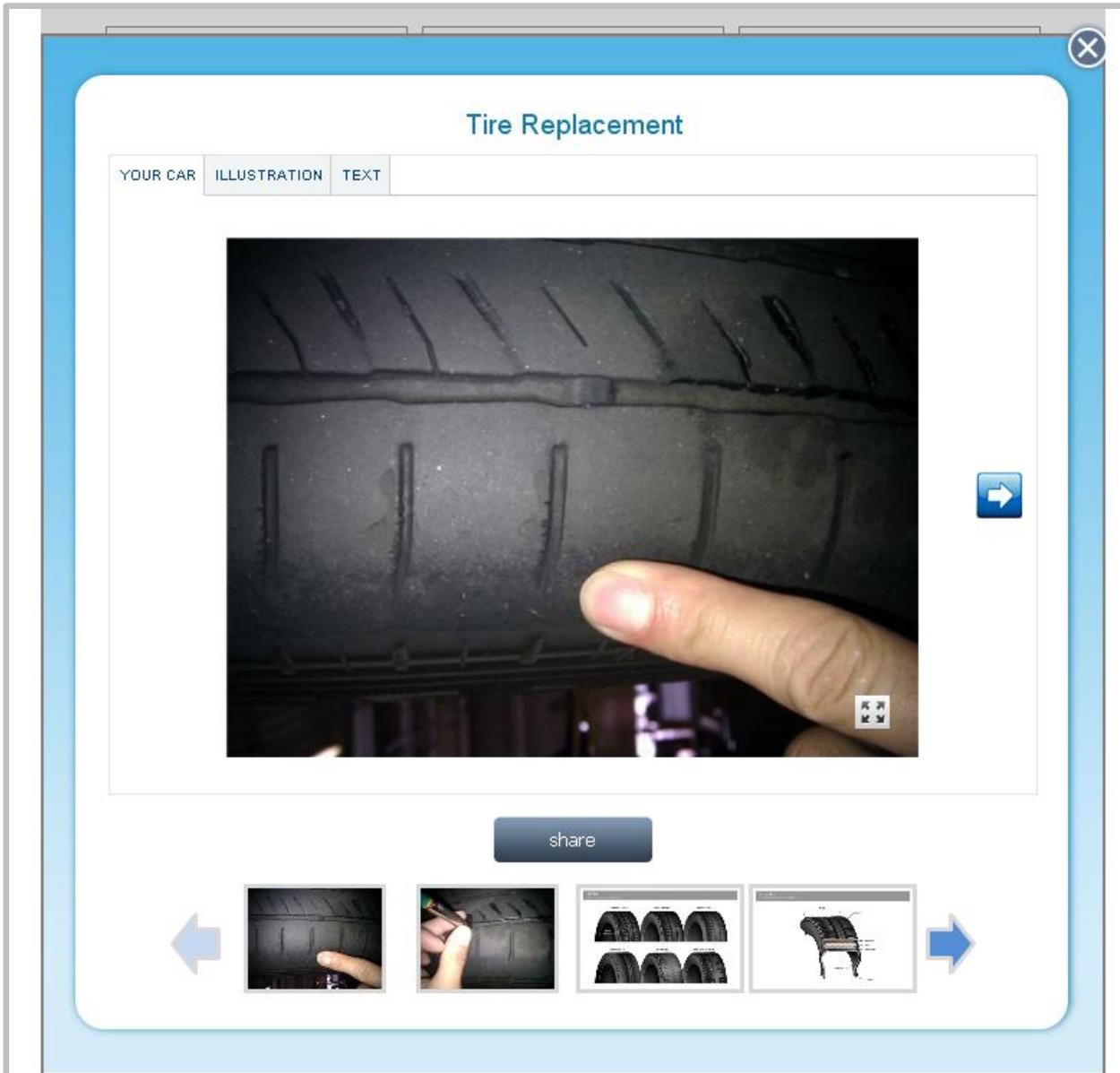
Check Your Vehicle Photos Online!

Toyota Palo Alto is pleased to announce a new program offering visual explanations in our service department. During your visit, we may email digital photos of your vehicle to help explain our recommendations.

Vehicle photos are taken by our certified technicians in real time. We also offer expert illustrations next to each photo to provide context on the vehicle part or system being shown.

We pride ourselves on offering clear explanations of the work we perform. With the addition of photos and visual explanations, we hope to continue earning your trust.

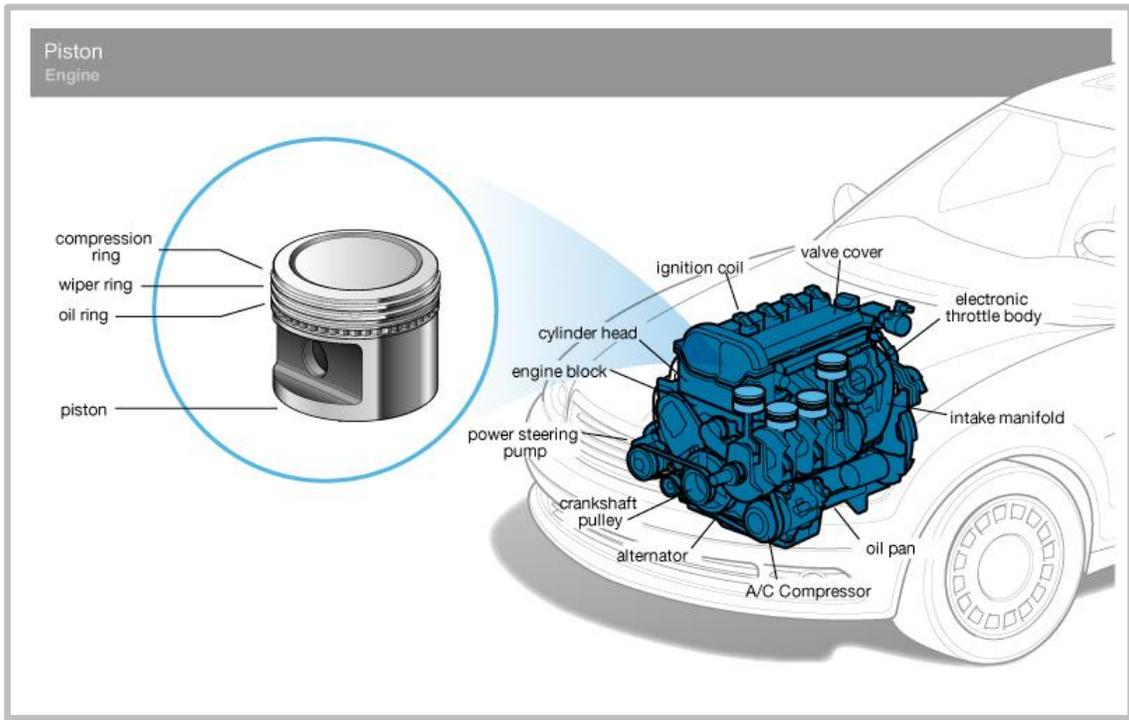
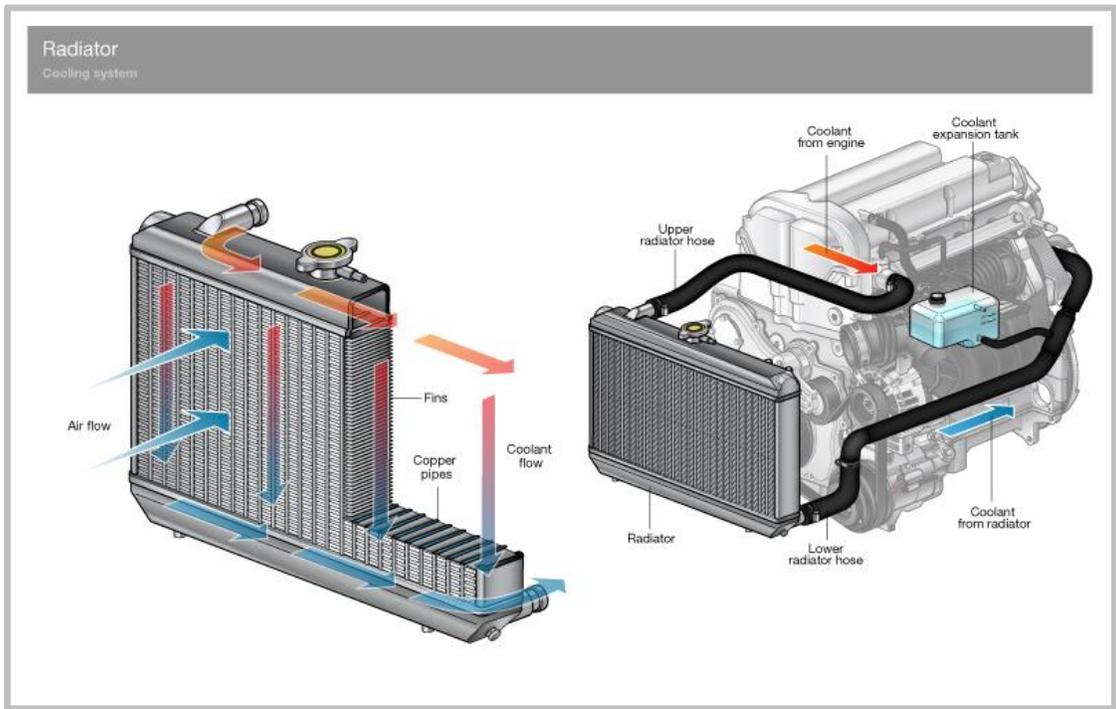
 <p>RO #435130 Air Filter</p>	 <p>RO #435113 Tire Replacement</p>	 <p>RO #435108 Shock Absorber</p>
		



Simply using your smartphone camera or a traditional digital camera enables sharing photos through one of these communication channels. Imagine taking a photo of a brake pad with your iPhone and trying to e-mail that photo to a customer, then sending it by text message and finally posting it to your web site. This would take at least several minutes for the most tech savvy user. Repeating that process across dozens or hundreds of customers per month is a non-starter.

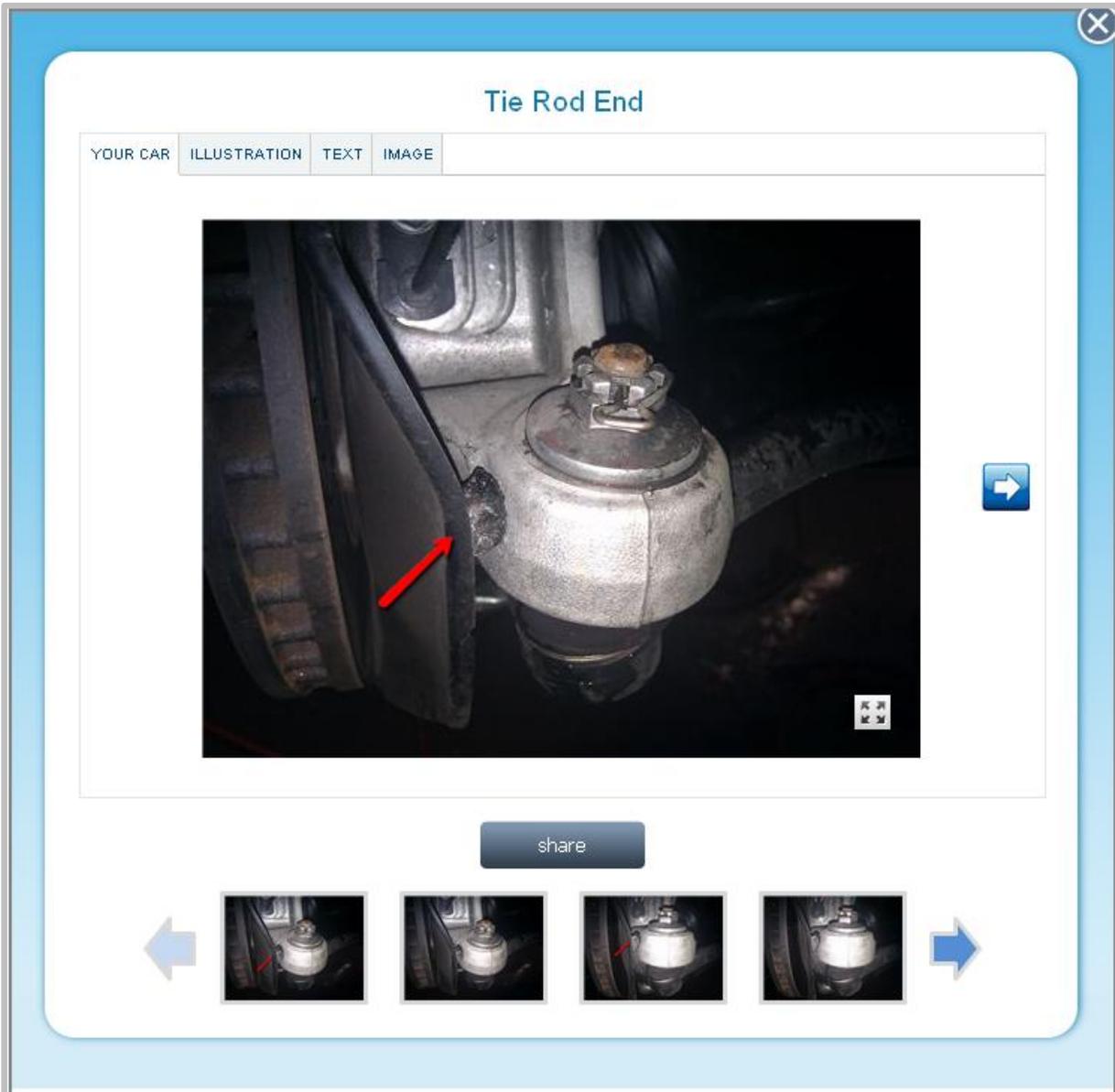
3) ClearMechanic automatically features expert diagrams and illustrations next to each vehicle photo.

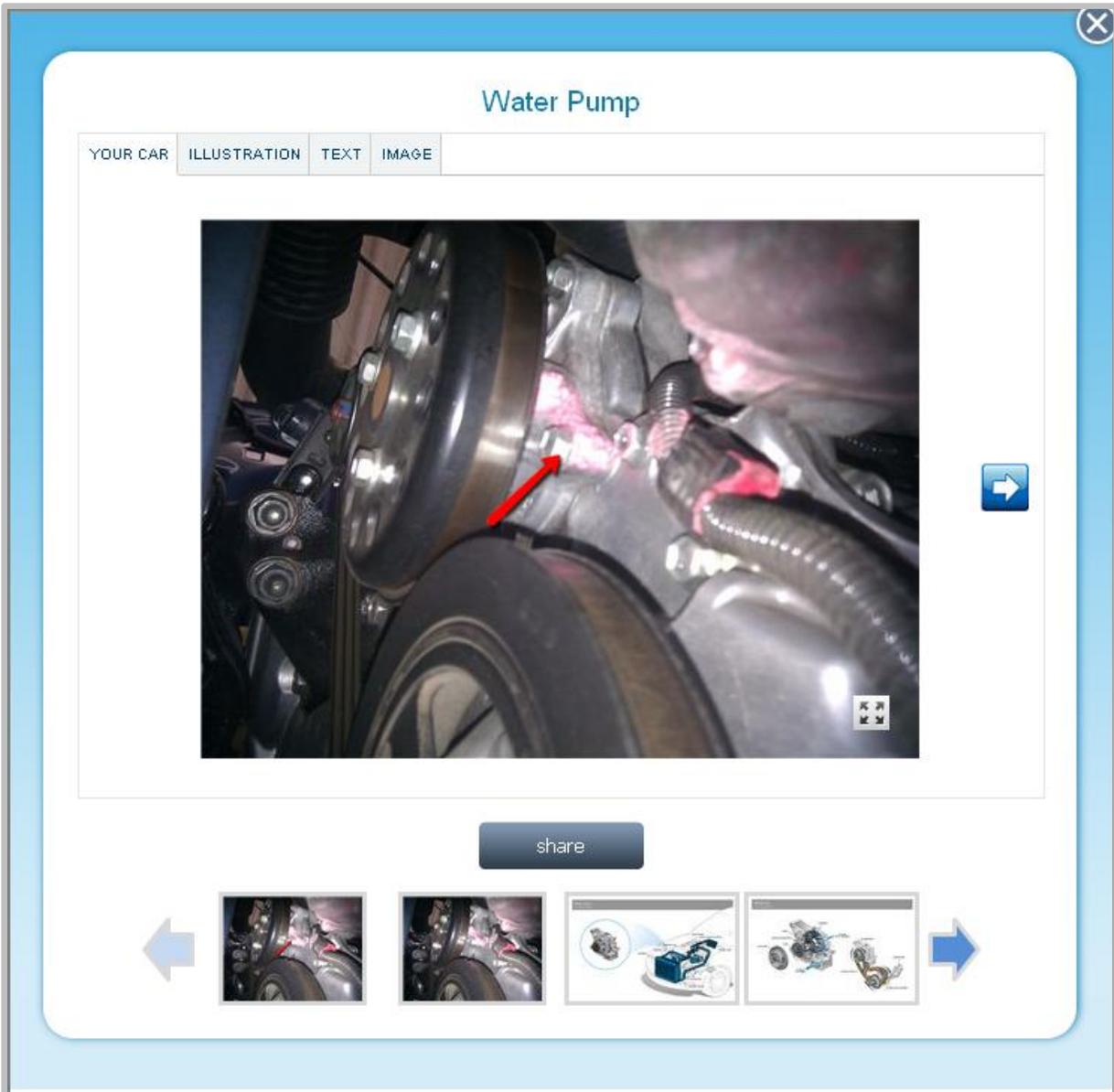
ClearMechanic has a team of dedicated illustrators and technicians who have generated over 1,000 proprietary technical diagrams explaining virtually all repairs and car parts. These diagrams and illustrations are automatically featured next to vehicle photos. Each diagram is technician-approved and consumer-friendly, helping customers to place their vehicle photos in context.



- 4) ClearMechanic's "add arrow" feature allows users to identify vehicle damage directly on a photo. This cannot be done with a regular camera.

ClearMechanic's mobile application gives users the option to drag and drop a red arrow pointing to any portion of a vehicle photo. The arrow can point to worn tire tread, leaking coolant, rusted brake pads and any other visual defect. The "add arrow" feature is used on approximately 50% of all ClearMechanic photos. This is not available on a regular smartphone camera or digital camera.





5) ClearMechanic stores vehicle photos forever and sorts them by RO number and repair type.

ClearMechanic stores all vehicle photos forever for easy future access. If multiple service center employees take photos on their own cameras, those photos will be stored on each camera in a decentralized, unstructured manner.

A crucial aspect of ClearMechanic's mobile application is that it forces photos to be uploaded in a structured manner. Every batch of photos must include an RO number (or other customer ID number) and a repair type. This is built into our application's photo-taking process. Because of this structured format, a service center could search our database for vehicle photos days or weeks later simply by entering an RO number.

The power of ClearMechanic's model is that we require structured photo-taking, but the program is still far quicker than any alternative.

6) ClearMechanic's professional web interface allows dozens or hundreds of photos to be featured on a service center's website.

ClearMechanic offers each service center a custom "Live Photo Gallery," where all vehicle photos and diagrams can be shown on a service center's website. Customers can easily navigate this site by searching for their RO number. This web-based software is an important part of the ClearMechanic program and cannot be replicated by a service center without a large technical investment.

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Vehicle photos are taken by our certified technicians in real time. We also offer expert illustrations next to each photo to provide context on the vehicle part or system being shown.

Please click on your photo for additional information regarding your repair.

 RO #443159 Cabin Air Filter	 RO #443137 Tire Replacement	 RO #443143 Valve Cover Gasket Set
 RO #443124 Custom Service	 RO #443128 Cabin Air Filter	 RO #443096 Brake Pads
		

7) It's completely free to post photos online with ClearMechanic.

That is not a typo. For service centers who want to post vehicle photos to their web site, ClearMechanic is free. Just search for "ClearMechanic" on the iPhone or Android app stores to get started. The free offering is perfect for service centers who are testing out the program or who only want to take occasional photos. E-mail info@clearmechanic.com with any questions.

There are several premium options, such as automated e-mail and text messaging, which require a monthly subscription fee. These premium options are used by active service centers who want to reach customers quickly and efficiently, ensuring the customer views each vehicle photo. By "visually explaining" repairs on a frequent basis, these active users generate more customer trust and, therefore, sales.