



CitNOW GROUP

Unlock your
Aftersales
Revenue
Potential in 2026

Transforming Aftersales Through Innovation, Integration, and Insight

Automotive aftersales is evolving, and delivering exceptional customer experiences now requires scale, innovation, and data-driven solutions. CitNOW Group supports over **8,000 subscriptions** and partners with **40 OEM brands** across the UK and Europe, earning trust through proven results. Our portfolio spans Aftersales, Showroom, and Marketing, giving retailers a true 360° view of customers and vehicles to drive sales and experiences.

Booking Generation is at the heart of the customer experience. Our frictionless booking and check-in solutions make scheduling seamless, connecting directly to live diaries and driving up to **25% growth in online bookings** through smarter, targeted campaigns.

We're **Driving Efficiency** with a unified platform that streamlines operations, from workshop and diary management to pre-visit checks and eVHCs, reducing complexity and unlocking new revenue opportunities.

Through **Data and Action**, we transform insights into measurable value. Our streamlined system consolidates reporting, minimises screen-switching, and improves technician efficiency turning data into measurable performance gains.

Our commitment to **Innovation and Excellence** is recognised by industry awards, including IT Innovation of the Year - AI & Video and AM Awards Supplier of the Year, reflecting our dedication to delivering best-in-class solutions.

Our **Customer Promise** is simple: transparent pricing, trust, and continuous investment in AI, CRM, and aftersales enhancements to drive efficiency and revenue. Our vision is one consolidated platform for all aftersales processes, seamless integrations, and a frictionless customer experience.

We remain focused on delivering excellence in aftersales for our customers in 2026 and beyond.



Richie Robinson
Aftersales Strategy Director



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In 2025 we supported over £550m in eVHC transactions across the UK, and we are working to deliver even more.

We're committed to delivering a unified, customer-focused platform that simplifies aftersales, ensures consistency across dealerships, and drives efficiency and revenue through seamless integration and transparent processes.

Delivering Results Today

Across our solution today we're delivering real results – generating more service booking opportunities, reducing repeat bookings and improving customer communications for improved conversion.

Booking Generation



Tailored campaigns using vehicle and customer history deliver measurable results - driving a 25% increase in Online Service Bookings through personalisation.

>25%
Online Bookings

Before the Day



Pre-visit triage empowers customers to identify vehicle concerns upfront, enabling faster part allocation, cutting repeat visits by up to 65% and freeing inbound appointment capacity.

<65%
Rebookings

On the Day



Personalised video with fast, two-way communication builds trust and drives conversions. With 1 in 5 customers now using WhatsApp chat, real-time query resolution is boosting Red and Amber work.

1 in 5
Chat Online

Follow Up



Create tailored Amber, MOT, Service and Seasonal campaigns to drive extra bookings. Timely, telematics-driven offers and targeted messaging consistently generate more customer activity.

15+
**Average Live
Campaigns**

This is just the start; we've delivered a range of Aftersales enhancements in 2025 and 2026 will bring new AI and CRM features designed to further improve performance.

CitNOW Group is invested in unlocking your Aftersales Revenue Potential

Booking Generation

Turn booking generation into a streamlined, data-driven process.

Make inbound scheduling effortless with real-time availability and automated workflows.

Enable proactive, personalised outbound campaigns targeting customers due for service.

Automate reminders, confirmations, and two-way communication to reduce no-shows and boost satisfaction.

Transforming booking generation into a growth engine for retention and revenue.



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Booking Generation

Inbound Leads

Ensuring every inbound lead is captured and processed

Outbound Leads

Create new bookings from existing customer data

Enquiry Reaction

Rapid response to every enquiry; book customers in fast

Customer Communication

Inbound & outbound customer messaging, at all stages of the booking

2025 - Delivered

Invited Customer Journey for Online Service Booking (from Marketing360)

A seamless, personalised experience driving engagement and conversion through integrated marketing automation.

Dealer-Level Campaigns (with Marketing360)

Targeted campaigns to boost workshop capacity and generate leads through data-driven marketing journeys.

2025 - Delivered

CitNOW React360 for Aftersales

A fully managed lead process capturing and responding to every online lead within set KPIs, driving higher conversions and revenue.

2026 - Scheduled

Co-Pilot & Auto Pilot (via CitNOW Conversations)

Deliver quick responses and automated messaging, reducing employee workload, while providing personalised communication through customers' preferred channels.

Before the Day

Simplify “before the day” activities so your workshop runs efficiently.

Our platform enables accurate planning, pre-visit triage, and digital home check-in reducing delays and improving customer experience.

Identify upsell opportunities early, turning preparation into a driver of revenue and loyalty.



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Before the Day

Workshop Planning

Organise and plan your entire workshop, align jobs and technicians, as well as all planning and tracking actions

Pre-Visit Checks

Receive information in advance of the workshop visit, directly from the customer

Vehicle Check In

Check your customers in online at home, before they arrive on site

Upsell Opportunities

Present additional upsell opportunities directly to the customer

2026 - Scheduled

UI/UX Enhancements (to RTC's Workshop Management and Booking System)
A modern, intuitive interface designed for speed and simplicity, minimising friction for your teams.

2025 - Delivered

CitNOW Triage Pre-Visit Checks
Enabling customers to share detailed information on concerns pre-arrival, reducing rebooking, improving efficiency and satisfaction.

2025 - Delivered

Conversational Home Check-In
Customers can confirm bookings from home via chat on WhatsApp or SMS, creating a simple, interactive experience with the dealer.

Integrated Home Check-In
Through the RTC and Tjekvik integration, customers can seamlessly check in at home and drop their keys off securely. Further integrated with CitNOW to connect CitNOW Conversations and CitNOW Workshop directly into the workflow.

On the Day

Manage "on the day" activities seamlessly so your customers and team stay in sync.

Our platform streamlines vehicle drop-off and enables digital eVHC inspections with video sharing for quick approvals. Track technician progress in real time, keep customers informed, and simplify collection and payment with integrations.

Make every interaction transparent and efficient. Boost trust, speed, and upsell opportunities.



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On the Day

Drop Off

Enable easy vehicle drop off, either via Dropbox or Advisor check in

eVHC Inspection & Approval

Enable service teams to complete full eVHC checks with video, pricing and approvals included

Technician Tracking

Monitor all technician activity, current utilisation and job status in real time

Collection & Payment

Enable customers to pay online and collect their vehicle quickly

2026 - Scheduled

Highlights AI from CitNOW Workshop

Automatically flags Red/Amber issues in eVHC videos, making critical concerns clear for faster approvals and a better customer experience.

AI Quality Control from CitNOW Workshop

Guiding users toward excellence and ensuring each video meets brand standards by scoring visuals and speech, and then auto-approving or rejecting content.

2025 - Delivered

2-Way Messaging from CitNOW Workshop

Customers can reply directly to eVHC videos via WhatsApp, SMS, or Webchat eliminating inbound calls and simplifying communication.

2025 - Delivered

Menu Pricing Integration

Simplify pricing and reduce manual entry for speed and accuracy, aligned with OEM standards, including VWG and other brands.

Follow Up

Turn follow-up into a powerful driver of retention and revenue.

Our platform automates eVHC follow-ups for missed approvals, tracks customer lifecycle stages, and supports long-term engagement with personalised campaigns.

Gather feedback and provide ongoing support, ensuring every interaction builds trust and loyalty.

By closing the loop after service, you can maximise upsell opportunities and strengthen customer relationships.



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Follow Up

eVHC Follow Up

Actively follow up customers that didn't purchase identified Amber work

Customer Lifecycle Tracking

Monitor customers current service cycle, next job required or likely vehicle trade in times

Long Term Retention

Create campaigns to support long term customer retention, through tailored campaigns and offers

Feedback and Support

Collect customer feedback quickly and provide ongoing support to your teams to keep system knowledge high

2025 - Delivered

Tailored Aftersales Journeys

Marketing360 builds personalised journeys to ensure Amber items are followed up effectively.

2026 - Scheduled

Unified Customer View

CitNOW Portal and Auto360 provide a single view of customer activity, enabling more efficient and informed interactions.

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2026 - Scheduled

Academy in RTC

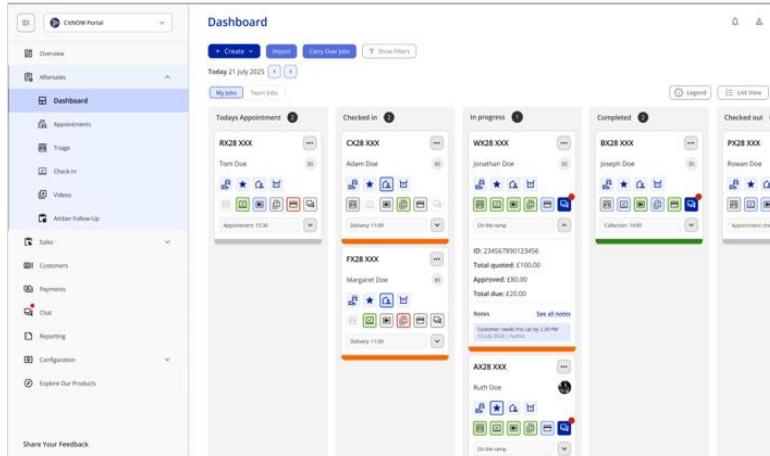
Embedded learning channels directly into RTC, enabling faster rollouts and improved team performance. Staff can learn and adapt quickly without leaving the platform.

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CitNOW Aftersales

Key Innovations in 2026

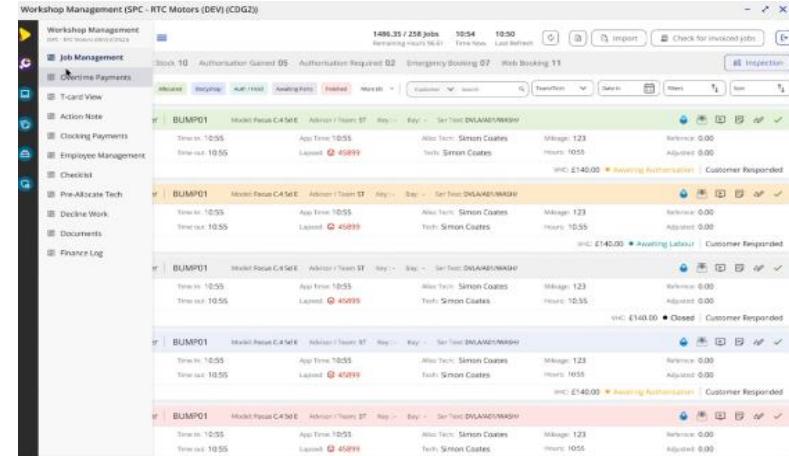
UI and UX improvements across all our Aftersales products



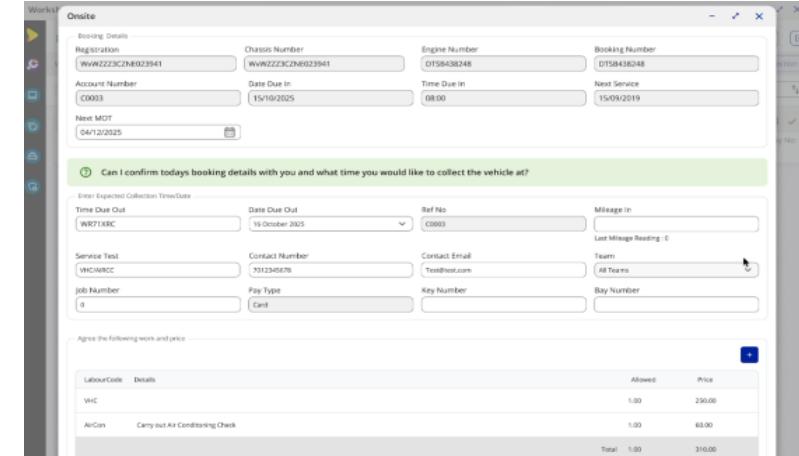
The CitNOW Portal dashboard provides a central hub for managing aftersales operations. It features a sidebar with navigation links for Overview, Aftersales, Dashboard, Appointments, Tickets, Check-in, Videos, Amber Follow-up, Sales, Customers, Payments, Chat, Reporting, Configuration, and Explore Our Products. The main area displays a grid of appointment cards for various vehicles (e.g., RX28 XXX, CX28 XXX, WX28 XXX, BX28 XXX, PX28 XXX) with status indicators (Todays Appointment, Checked in, In progress, Completed, Checked out) and appointment details like ID, Total quoted, Approved, and Total due.

CitNOW Portal

The home for CitNOW products, enables SSO across all our products, unifies customer and appointment data and delivers new dashboard views



The Workshop Management interface for the SPC - RTC Motors (DEV) environment. It shows a list of service jobs (e.g., BUMP01, BUMP01, BUMP01, BUMP01, BUMP01) with detailed information for each. Each job card includes the vehicle model, advisor, technician, key, service type, and financial details like mileage, hours, and balance. The interface is modern with a light theme and clear navigation.



The Workshop Management interface for the Onsite environment. It shows a booking for a vehicle (Chassis Number: WVK2223C2H023941, Date Due In: 15/10/2025, Time Due In: 08:00) with a service test (VHNCAR0C, Job Number: 00003) and a pay type (Card). The interface includes a section for confirming booking details and a table for labour and parts costs.

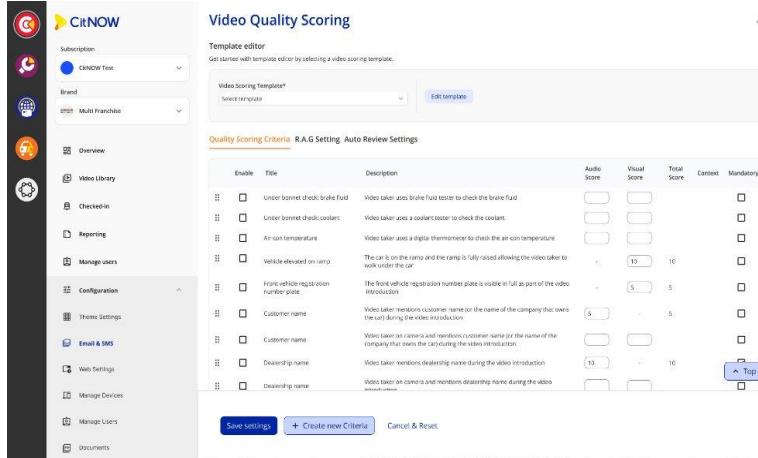
RTC Refresh

Delivering a fresh and modern UI to the RTC platform - RTC is known for excellent functionality, bringing together all Aftersales workflows into a single source. With an enhanced front end and refreshed navigation, system usage will become even easier

CitNOW Aftersales

Key Innovations in 2026

CitNOW Workshop feature enhancements using AI-based technology to improve colleague and customer functionality



The screenshot shows the 'Video Quality Scoring' template editor. It includes a sidebar with navigation links like Overview, Video Library, Check-ins, Repairing, Manage users, Configuration, Theme settings, Email & SMS, Video Settings, Manage Devices, Manage Users, and Documents. The main area shows a table for 'Quality Scoring Criteria' with columns for 'Enable', 'Title', 'Description', 'Audio Score', 'Visual Score', 'Total Score', 'Context', and 'Mandatory'. There are 12 rows of criteria listed, such as 'Under bonnet check: brake fluid' and 'Under bonnet check: coolants'. Buttons at the bottom include 'Save settings', '+ Create new Criteria', 'Cancel & Reset', and 'Top'.

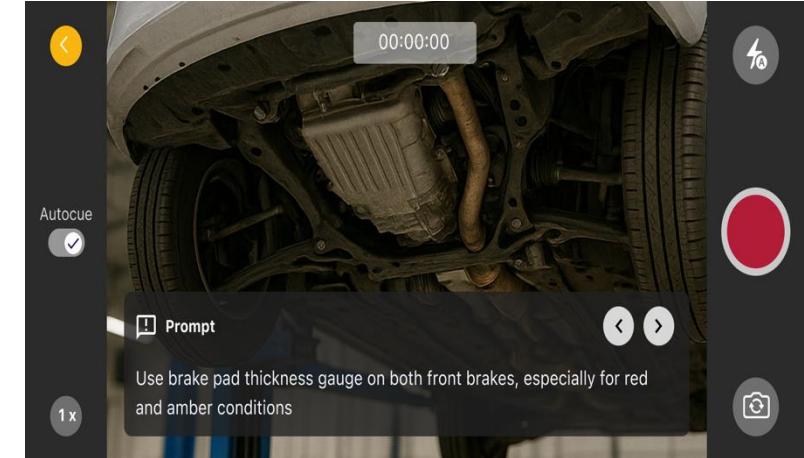
AI Quality Score

Utilising AI, all videos are checked to ensure they include correct audio and visual, aligned to your group standards, ensuring every video meets your needs



AI Highlights

Utilising AI to analyse each video, parts are automatically detected and relevant eVHC information is automatically overlaid directly onto the video



Prompts

Supporting users training needs, we provide details on what needs to be included and when during video creation, helping new users and supporting continual team development

Looking Ahead with CitNOW Group

Our mission is to empower aftersales teams with next-generation tools that simplify processes, accelerate response times, and maintain OEM alignment.

In 2025, we focused on eliminating duplication, streamlining workflows, and unlocking new revenue through AI-driven speed, accuracy, and insight.

Looking ahead to 2026, we're elevating Aftersales with cutting-edge design, embedded learning, and intelligent automation to deliver faster deployments, consistent quality, and exceptional customer experiences. Every innovation is built to make operations simpler, smarter, and more effective - now and in the future.



Read our latest Report > [Here](#)



More to come in 2026

In 2026 we have even more Aftersales focused events planned, from Webinars, Data Insights and more.

CitNOW Group will continue to share insights and our outlook for Aftersales with you into 2026 and beyond.

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