



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

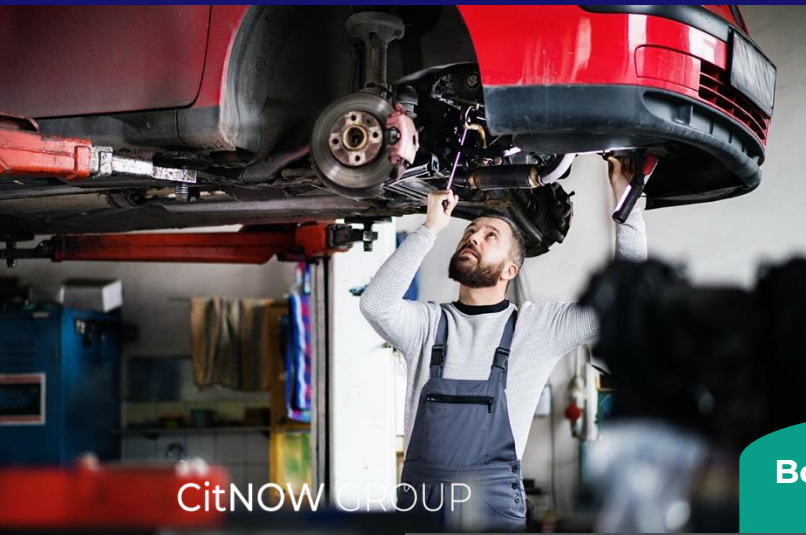
Turn booking generation into a streamlined, data-driven process.

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

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**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

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#### CitNOW Triage Pre-Visit Checks

Enabling customers to share detailed information on concerns pre-arrival, reducing rebooking, improving efficiency and satisfaction.

### 2025 - Delivered

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#### 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.

2026 - Scheduled

### Academy in RTC

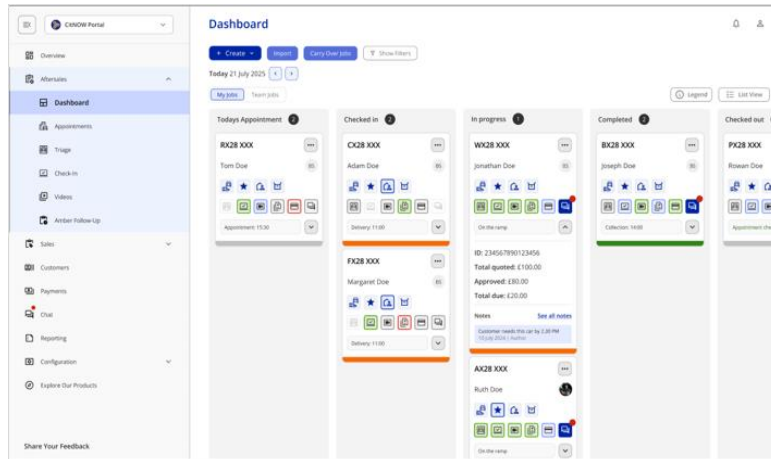
Embedded learning channels directly into RTC, enabling faster rollouts and improved team performance. Staff can learn and adapt quickly without leaving the platform.



# CitNOW Aftersales

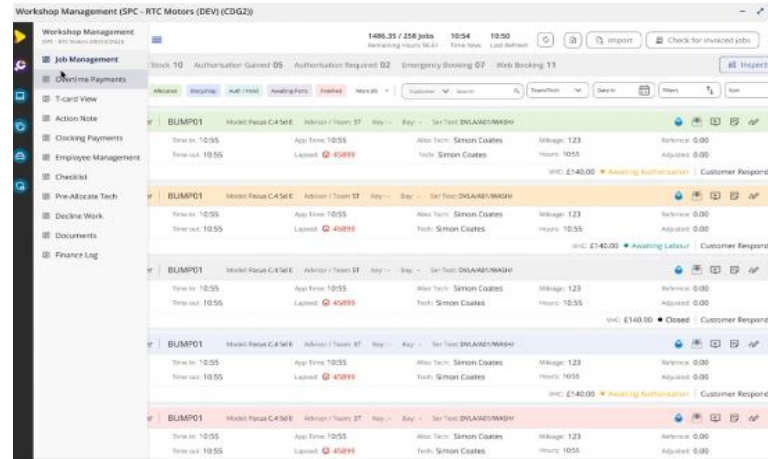
## Key Innovations in 2026

UI and UX improvements across all our Aftersales products



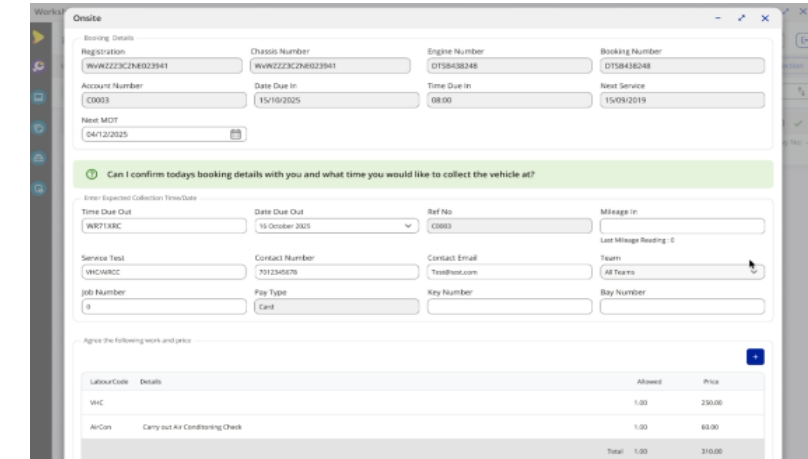
### CitNOW Portal

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



### 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

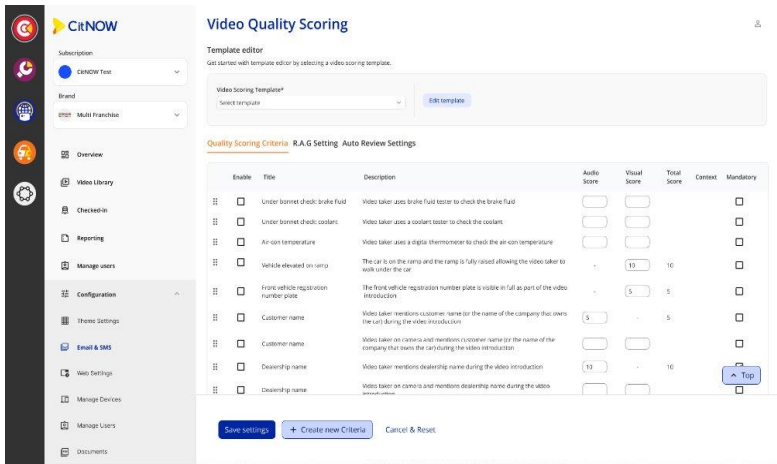




# CitNOW Aftersales

## Key Innovations in 2026

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



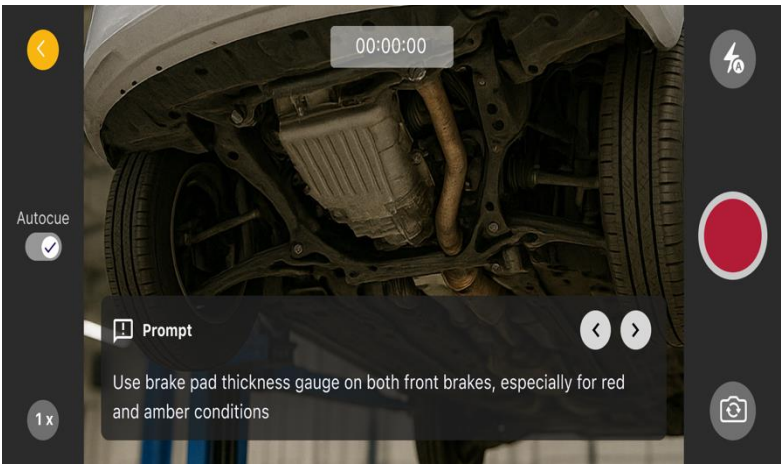
### AI Quality Score

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.

# Unlock your Aftersales Revenue Potential in 2026

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