TALISMAN
CONSULTING

CASE STUDY

AUTOMOTIVE SERVICES

SMALL BUSINESS

Invoice Collection Automated SMS Notifications and

Eliminating manual follow-up and accelerating payment cycles for a local auto repair business

EXECUTIVE SUMMARY

A local auto repair business was managing customer communication and invoice collection entirely through manual phone calls. Front desk staff spent hours each day following up on service approvals, vehicle pickup readiness, and outstanding invoices. Talisman Consulting designed and deployed an automated SMS workflow system that replaced manual follow-up with triggered, timed communication sequences integrated with the shop's existing processes.

40%
Faster average payment collection

8 hrs
Front desk time recovered per week

3x
Improvement in on-time payment rate

CASE OVERVIEW

CHALLENGE	SOLUTION	RESULTS
The front desk team manually called customers for service approvals, pickup notifications, and invoice reminders. This created bottlenecks during busy periods and delayed payment collection by days.	Deployed automated SMS sequences triggered by service status updates: approval requests, pickup-ready notifications, and invoice reminders with direct payment links sent at optimized intervals.	✓ 40% faster payment collection ✓ Front desk freed from manual follow-up ✓ Consistent customer communication ✓ Reduced outstanding invoice backlog

AUTOMATION WORKFLOW DESIGN

Trigger Event	Automated Action	Timing	Outcome
Service intake confirmed	SMS confirmation to customer	Immediate	Customer informed, no call needed
Technician flags approval needed	SMS with repair summary and approval link	Within 5 minutes	Faster authorization, less phone tag

Vehicle ready for pickup	SMS pickup notification	Immediate on status change	Reduced wait at shop, fewer calls
Invoice sent	Payment reminder sequence	24h, 72h, 7-day intervals	40% faster payment collection
Payment received	Thank-you SMS with review request	Immediate	Increased Google reviews by 28%

KEY INSIGHT

Manual follow-up is one of the highest-cost, lowest-value activities in service businesses. By replacing it with triggered automation, the front desk team shifted focus to in-person service quality, which directly improved customer satisfaction ratings.

WORK WITH TALISMAN CONSULTING

Talisman Consulting identifies the manual workflows costing your business time and revenue, then builds targeted automation that integrates with how you already operate.

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