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Autowork eCommerce Key Functionality Summarized

This document summarizes the key functionality available within the eCommerce application(app).

Introduction

Autowork eCommerce is a solution for the tire fitting and vehicle servicing industry. The solution is integrated with Autowork One and captures booking details for online service and mechanical bookings.

Autowork eCommerce - Options:

Autowork eCommerce may be implemented in two separate manners.

1. As a plugin to an existing website that enables tire and vehicle service eCommerce options to be added. The eShop plugin can then be styled.
2. As a full standalone website that includes all of the eCommerce functionality of the eShop. In addition, it provides a content management system along with a search engine accessible tire catalog. The website may be styled by the customer with options to set colour schemes and add images, logos or content.

General Features

+ Multi-Language Support

Autowork eCommerce provides a multi-lingual capability and is currently available in English, Swedish, Norwegian, Danish, Finnish, French, Spanish, Italian and German.

+ Promotions

The promotions function enables a customer to set up and maintain offers, campaigns and voucher codes which can then be used by site visitors. Discount codes may be created and applied to specific tire brands, specific patterns and sizes, or at a SKU level. Multi-tier discounts (for example, $10 off 2 tires/$20 off 4 tires) are also supported along with buy now and redeem later offers, such as purchase and redeem a gift card post-sale. Campaigns may be time-limited, and promotional text and image banners can be added to product listings to support these.

+ Calendar

Autowork One eCommerce provides an in-built calendar function that is available to site visitors. The customer can set their working hours and configure their availability into timeslots, which are then visible to the site visitor.

+ Google Reviews

Following completion of each booking, site visitors are invited to leave a Google review to share their experience. These reviews may be displayed on the website.

General Features (cont.)

+ Email

Every booking completed by the site visitor within Autowork eCommerce is confirmed with both the customer and the site visitor by email.

+ Tire Catalog

The tire catalog is available on each website, enabling site visitors to learn more about the tires that are available. An image may be stored against each tire record, along with the manufacturer's product description and the UTQG rating.Reviews are shared across the entire network of Autowork eCommerce websites and eShops and are made available for all site visitors to review.

+ Tire Brand Positioning

Autowork eCommerce enables the customer to select products to sell and to highlight their preferences on the site in search results. Options are available to prioritize one brand over another in search results and to suppress certain brands if they are not to be sold online. Brands may also be tagged as "best buys" or "recommended" in tire search results.

+ Sell-Out Pricing Configuration

Customers may set their selling prices on the site. Autowork eCommerce provides a toolkit to set prices by applying a mark-up or margin to cost prices. Price uplifts can be applied by cost, tire size, type (e.g., run-flat, van, 4×4, etc.) and brand. Pricing can be displayed as fully-fitted or as a tire price only to the site visitor. Installation can be presented as an optional extra. Recycling and environmental taxes may also be applied.

Vehicle Servicing Features

+ Menu-Based Vehicle Servicing

Menu-based vehicle servicing allows customers to create service packages based on a vehicle's type, engine size, fuel type and automatic or manual. Each service type can be created and configured as required by the customer.

Site visitors can see a side-by-side display of the service items, enabling a comparison of the service package for their vehicle type. Service items can also be combined into offers.

+ Other Service Items

Autowork eCommerce is pre-configured with over 30 different service items, including four-wheel alignment, diagnostic checks to brake inspections. It is also possible for site visitors to request quotations for service and repair jobs.

+ Autowork eCommerce for Networks

Multiple instances of Autowork eCommerce websites and eShops can be grouped into a network. Inventory, pricingand promotions can all be managed centrally for small and large networks alike. Centralized reporting is available,allowing administrators to see the network as a whole or to compare performance between locations.

AUTO-ECOMM-FACTSHEET/01/SA-29-04-26

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