

# FEMALE FRIENDLY GARAGE NEWS



Spring/Summer 2010

[www.foxychoice.com](http://www.foxychoice.com)

A few months ago Chief Executive David Wild revealed that Halfords was 'becoming a bit less blokey' when dealing with its 10 million customers. Certainly we find that many women like the convenience of Sunday openings and Halford's low cost bulb, battery and wiper fitting services.

By buying Nationwide Autocentres, Halfords can now sell these customers garage services as well BUT unlike many independents and dealerships they don't offer local car collections or courtesy cars and a Branch culture with strict rules is not always as flexible as it might be.

In a nutshell, whilst competition is good for customers there are still plenty of ways for genuinely good garages and dealerships to stand out in such a competitive marketplace.

One way is to remind customers what makes your business special and why this matters. FOXY believes that women are the ideal audience to tell because if you get it right for us we'll be quick to tell our family and friends.

Steph Savill  
FOXY founder

## What's New?

FOXY Choice subscribers can download a range of female friendly logos, text and PR templates to use for websites, stationery and local advertising.

See the back page for details.

## FREE membership of FOXY Lady Drivers Club

Why not offer your customers a free gift of membership of FOXY Lady Drivers Club worth £23?

See page 3 for details.

## Female Business Ambassadors

If you are female or employ a woman in a customer facing role why not join the new Female Business Ambassador network?

See page 3 for details.

## Marketing advice

Is your website listed well by Google? Do you want to add a Female Friendly page? Need any photos of women drivers? Please ask us for help.

foxychoice.com

The screenshot shows the FOXY Choice website interface. At the top left is the FOXY CHOICE logo. A navigation menu on the right includes 'Good Garage Guide', 'Contact Us', 'Good Garage Feedback', and 'Advertising Information'. The main content area features a headline: 'Are you getting a good enough motoring deal?' with a sub-headline: 'Find the good. It's all around you. Find it, showcase it and you'll start believing in it.' - Jesse Owens, 1913-1980, Gold Medal Olympic Track Athlete. Below this is a section titled 'NEW - Female Business Ambassador® network'. The text explains that the network aims to help women in the motor industry by providing a platform for them to share their experiences and expertise. It includes a 'BUSINESS FEMALE AMBASSADOR' logo and a photo of a woman. On the right side of the screenshot, there are several smaller images and text boxes, including one that says 'This is a woman that exceeds expectations look for your nearest "Woman's Garage"'. At the bottom right, there is a 'FEMALE FRIENDLY FOXY listed 2010' badge.



Subscribers receive a window sticker and female friendly FOXY certificates.

## IS YOUR WEBSITE WORKING?

A recent CAP Gemini survey confirmed that 36% of customers use the web to do their shopping homework because they think they'll get a better deal.

Your website might be the first time that a potential female customer finds your business so it needs to be as professional and as inviting as the smiling person behind your reception desk or the voice she hears at the end of the phone. If you can use words like 'friendly', 'welcome', 'trust' and 'care' and mean them, this will go a long way towards gaining her confidence from the outset.

### Does your website reflect your professional standards?

For example, why not display certificates of qualifications, training courses and awards on your website? Why wait until she visits you to see them on the wall. Women like to see evidence that you are a good garage not just that you say you are. Be proud of your achievements - many businesses have none to promote.

### Is your website written for her as much as it is for him?

In general men are more interested in car engines, motoring jargon and gadgets than women. In general women prefer to see pictures of people or impressive facilities. This is why photos of a smiling workshop team in clean overalls, of any Female Business Ambassador® or female motorists like her are more likely to linger longer in her mind than the sight of a gleaming diagnostic cabinet...

### Do you quote prices or include offers on your website?

Remember she is getting used to shopping online and knows how to compare prices in search of value for money services to suit her car and budget. But if she can't find your prices whereas she can find your competitor's she might choose them not you.

### Do you offer online bookings?

Why not? If she wants to book an MOT or car service online\* why not include a simple email template to give you the information you need, so she doesn't book elsewhere.

\*FOXY SAYS - this doesn't have to be complicated; always include small print to say 'subject to confirmation and availability'; be sure to check your emails regularly and avoid any customer confusion by delegating email replies/booking control to one member of your team.

## Do Blogs and Tweets Help?

Looking back, 2009 was the year social media came of age. Stephen Fry made Twitter mainstream and the number of blog postings topped a million a day. But doing all this takes time and the inclination to learn how to do it...

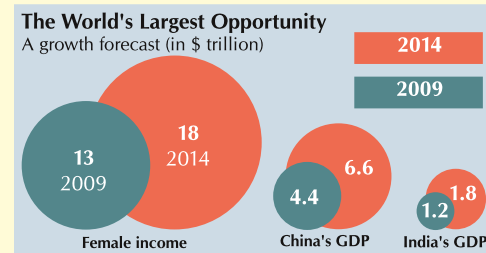
FOXY writes a regular blog and tweets at least once every day. The online word can spread very quickly so this is a great way for you to get noticed. Somehow it always seems more credible when this is written by a third party, not you!

Understandably you may be too busy to do this for yourself or you may be unsure how it can help you. Why not give it a try by telling us about your latest offers, new staff and your business news? Not only could this reach new customers in your area but it might also appeal to online media services on the lookout for local news stories too.

If you want to follow FOXY online, please do so at [www.foxyladydrivers.com/foxyblog](http://www.foxyladydrivers.com/foxyblog) and [@foxytweets](https://twitter.com/foxytweets).

## About Motoring Mums

Harvard Business Review confirms that women are twice as big a growth market as that of China and India combined... yet many businesses are still neglecting the female purse.



In a survey of 12,000 women drivers HBR found that they have too many demands on their time and are constantly juggling conflicting priorities; work, home, and family. Despite controlling most of the domestic budget they often felt expected to buy poorly conceived products and services which had been marketed to stereotypical females (see the Dell case study on the back page as an example).

FOXY SAYS - As well as selling MOTs, car servicing and repairs, are you making enough of the services you can offer which can make her busy life easier? She'll be interested in local car collections; courtesy cars; early and late opening/car drop offs; books/toys for children; free wifi connection and proximity to shops (so she can multi-task whilst waiting, that is...).

Harvard Business Review (Jan 2010)

## About Older Motorists

The world's population is ageing rapidly. One of the implications for our industry is that the number of male drivers over the age of 70 will double in the next 20 years whereas the number of female drivers over 70 will treble!

FOXY SAYS - We see this as a sales opportunity more than a threat because these motorists are more likely to stay local and less likely to have their car MOT'd or serviced at a garage near work. This makes them much easier to target and talk to.

*"If women didn't exist, all the money in the world would have no meaning"*

Aristotle Onassis

## FREE CLUB MEMBERSHIP OFFER

With immediate effect we are offering FOXY Choice subscribers unlimited FREE online memberships of FOXY Lady Drivers Club, each worth £23.

We recognise that our website recruitment doesn't always result in members near our subscribers so this is a great way for you to stay in touch with your customers, reach new ones and impress local women with your 'gift'.

Subscribers can apply for a supply of application forms (see below) to use to suit their business. She can either fill in the form and hand it in before she leaves your business or take it home, fill it in there and post it to us.

After she has been a member for a while, we'll invite her to introduce her friends and so on. These may well be potential customers for you too.

For your information: New joiners receive a Membership Welcome Pack by email. They log in to the Members Area of FOXY's website to check the latest offer details (including garage services). They can download a membership card should they need to show this. Members receive regular emails from us including the latest news and offers and can contact us direct whenever they need our help or support.

## Female Business Ambassadors

Maybe you are a female business owner or one who employs female staff in a customer facing role? In which case you can nominate your Female Business Ambassador© and enjoy the following extras...

- A nominated ambassador and logo in your Gold/Silver entry.
- A new listing at FOXY Choice – for online visibility
- PR to send your local media
- A business feature at the FOXY Lady website



Highly Commended, Brake's Road Safety Award 2009  
Winner, Home Business Awards, 2008  
Regional Finalist, HSBC Start-Up Stars Awards, 2007  
Runner Up, Daily Telegraph's Business Awards 2006  
Small Business Award Winner, SAGA Magazine, 2005

## Motor Codes Research

According to Motor Codes, thousands of car owners across Britain believe they have been ripped off when getting their car serviced or MOT'd in the last five years.

According to Consumer Focus, this overpricing and inconsistent repair work is estimated to cost UK motorists c£4bn a year.

This is a real concern for good garages everywhere because the industry is being let down by garage cowboys who will never join the likes of the Motor Codes service and repair scheme, no matter how basic the code.

FOXY SAYS - Once more, this is a sales opportunity and one that subscribers can tackle by promoting the FOXY Promise© to prove your commitment to 'never overcharge, patronise or sell services your customers don't need or want.' Female and male motorists alike that is...

## HOW TO STAND OUT IN A CROWD...

The most popular 'female friendly' business listing is for garages, according to Google. If you Google for 'garage' and your 'postal town' you'll see which garages she'll find. You should spot FOXY Choice, FOXY Lady Drivers Club and Female Friendly Approved websites high in these listings.

Are you listed there? Either way, what more can you do to promote your female friendly credentials?

For example, FOXY Choice subscribers can

- use the Female Friendly Garage logo in stationery and advertisements
- offer local women free membership of FOXY Lady Drivers Club
- include female friendly text in their website\*
- promote and refresh offers for members of FOXY Lady Drivers Club
- ask FOXY to write up their news online, with a female slant\*
- nominate a Female Business Ambassador for extra PR\*
- be listed at [www.femalefriendlyapproved.com](http://www.femalefriendlyapproved.com)\*
- ask FOXY Choice for marketing advice...

\* All these unique tactics can help you gain more online exposure when she is searching for a female friendly garage in your area.

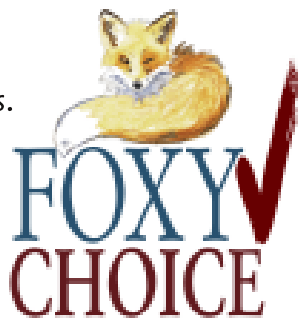


**“If the consumer economy had a sex it would be female. If the business world had a sex it would be male. And therein lies the pickle”**

Bridget Brennan  
Author of 'Why She Buys'

FOXY can help promote your investment in ATA, BSI Kitemark and OFT approved code quality standards.

FOXY Choice and FOXY Lady Drivers Club are trading names of FOXY Drivers Ltd a registered company in England and Wales number 5071266.



## FOXY logos can help

Subscribers can use the following logos in their website, stationery and adverts and these are available to download from the subscriber area of the FOXY Choice website.



Contact FOXY for more information.

## Fastfit welcome makeover

HiQ Leeds is challenging the image of shabby and grubby looking fastfit centres with a new drive-thru 12-bay workshop and contemporary lounge, leather sofas, cappuccino drinks and wi-fi connection whilst you wait.

## How NOT to do it...

In May 2009 Dell decided to market laptops to women with a “make it pink” website called Della. The site sold coloured computers and accessories alongside fashion tips, diet advice and recipes.

Business women reacted swiftly describing Della as “disconcerting” and “condescending.”

Within weeks of the launch, the company changed the site and name.

“You spoke, we listened” Dell said.

The problem was that they didn't ask first and many women found this patronising.