



Sears Auto Center: Intelligent Appointment Scheduling



About Sears Auto Center

Sears Auto Center has been dedicated to excellence in service and workmanship since its first auto center opened in Chicago in 1931. For more than 80 years Sears' commitment to quality has led to very satisfied customers and powerful partnerships. This allows Sears Auto Center to provide customers with the latest, high-quality products on the market.

By giving customers more control over their appointment times, Sears Auto Centers created predictable time slots for their busy customers. In addition, online appointment scheduling helped the business optimize resources and equipment utilization while increasing customer satisfaction.

Sears Auto Center is a leading provider of automotive maintenance and repair services and parts. Open 7 days a week with 295 locations nationwide, the trusted chain offers an extensive menu of services that complements its sales and installation of tires, batteries, and other automotive products accessories and parts.

Sears Auto understood that customers who show up for an appointment and are forced to wait with no updates or real-time information become frustrated. They also understood it's bad for business. To meet the needs of today's digital-savvy and fickle consumers, Sears Auto Center offers Intelligent Appointment Scheduling directly from their website. The convenient button streamlines how and when customers book time for automotive maintenance services and packages through a fully customized and integrated experience. The option puts the consumer in the driver's seat, giving them the ability to schedule appointments around their busy calendars.

Need a new set of tires for your truck, car, or SUV?

The Sears Auto Center website makes it easy for all shoppers to find the right tires and book an appointment. The site guides shoppers through the entire process—directing them to a personalized tire selector for their vehicle, showcasing sale pricing and rebates, then displaying an online calendar to pick a convenient day and time for their tire installation.



Leveraging Amazon

Expanding their use of Intelligent Appointment Scheduling, Sears Auto partnered with Amazon, allowing Amazon customers who search for tires the ability to schedule an installation appointment at one of their locations.

To be a more customer-centric integrated retailer, Sears Auto is investing in capabilities like Intelligent Appointment Scheduling to provide and deliver value by serving its customers “in the manner most convenient for them,” helping to drive customer acquisition and retention.

With the addition of user-friendly, online appointment scheduling, Sears Auto Center removes a common customer frustration—the information black hole, and provides clients with updated information on wait times and service availability. In the process, they’ve improved businesses processes, too, optimizing employee and resource utilization.

Beyond tires, Sears Auto Centers’ Auto Scheduler lets customers schedule service appointments online by capturing details to ensure a skilled technician, in-stock parts, and a bay that corresponds to a customer’s vehicle needs are available when they book an appointment. Customers answer a few simple questions to find the right match:

1. **Provide Vehicle Information:** Fill in an online form with drop down menus to identify year, make, model, and engine.
2. **Choose Desired Service:** Oil changes, alignments, brake evaluation, tire rotation, etc.
3. **Choose Service Center Location:** Type in your home address to bring up a map of the closest Sears locations.
4. **Pick a convenient Appointment Time:** The Auto Scheduler shows a live calendar of available time slots from which to choose.
5. **Provide Contact Information:** After filling in basic contact information (name, address, phone, email), customers click a “Schedule Appointment” button and their appointment is confirmed.



TimeTrade helps leading brands optimize engagement through all phases of the customer relationship. TimeTrade’s Intelligent Appointment Scheduling platform harnesses the power of artificial intelligence to improve meeting scheduling strategies through real-time customer insights and actions, producing better meetings and higher growth businesses, with TimeTrade customers outpacing their peers by nearly 3X. Tens of thousands of businesses—including leading global banks, retailers, and software companies—use TimeTrade’s Appointments-as-a-Service platform to deliver the personalized attention expected by today’s on-demand consumers. **Learn more at www.timetrade.com.**