

MOT Reminder Software: Buyer Checklist

Date

Twelve questions to ask before you pay. Our own answers are printed in the blue column as a benchmark: tick the blank columns for whoever else you are considering, and ask for the proof in grey rather than accepting the promise.

QUESTION AND WHAT TO ASK FOR	REMINDLO	VENDOR A	VENDOR B
1 Where do the MOT dates come from, and will I be typing them twice? Ask for a live demo of the calendar sync or import. Red flag: "you just add each customer in the dashboard".	✓ Calendar sync (Google, Outlook, Apple, any iCal), CSV, or a photo of a paper diary. Typed once, never re-entered.	☐	☐
2 Can I bulk import my existing customer list, and in what format? Ask for the CSV template and how duplicates are handled. Red flag: "send us the file" as the only route.	✓ Yes. CSV with a published template, duplicates matched on mobile number. Photo import for paper diaries.	☐	☐
3 Do I have to replace my booking system or garage software? Ask for a straight yes or no. Red flag: anything that retires the diary your team actually trusts.	✓ No. Runs on top of the diary or garage system you already use.	☐	☐
4 What will the customer see as the sender? Ask for a screenshot of a real received text. Red flag: the provider's brand on a shared shortcode, no garage name in the body.	✓ A verified sender ID, not your own name. Your garage name, phone and booking link sit in the message body.	☐	☐
5 Can the message include my booking link and phone number? Ask for the character count with your own URL in it. Red flag: fixed templates you cannot edit.	✓ Yes. Full control of the text, with name, vehicle, reg and expiry date as variables, and a live segment count.	☐	☐
6 Can I set my own timing, and send more than one reminder? Ask to see the settings screen, plus quiet hours. Red flag: one fixed reminder, or a second touch that means a second manual list.	✓ Yes. You set the offsets (e.g. 30, 14 and 7 days), several reminders per vehicle, with quiet hours respected.	☐	☐
7 What am I charged for: messages, customers, or both? Ask for the total monthly cost at your own test volume. Red flag: per-contact and per-message pricing stacked together.	✓ Messages only. Unlimited customers and vehicles stored. From £19/month for 75, £49 for 250, free tier 10.	☐	☐
8 What happens when I run out of messages mid-month? Ask for the exact notification, who receives it, and the price. Red flag: silent overage, or sends that fail with no alert.	✓ Your choice: auto top-up buys 50 messages for £9 (£0.18 each, less on bigger packs), or it blocks and tells you.	☐	☐
9 Does next year's reminder schedule itself? Ask whether the next due date is calculated from the previous due date or from today. Red flag: "you just update the dates each year".	✓ Yes. Recurring on a 12-month interval, rolled forward from the previous due date, so it never drifts.	☐	☐
10 How are consent and opt-outs handled? Ask for the opt-out mechanism for your sender type. Red flag: "customers reply STOP" when the sender cannot receive replies.	✓ Consent per contact. UK sender names are one-way, so opt-out runs via your garage or abuse@remindlo.co.uk.	☐	☐
11 Can I export my data and leave? Ask for a test export during the trial. Red flag: export only on cancellation, or for a fee.	✓ Yes. CSV export on request plus a public REST API and webhooks. Your list stays yours.	☐	☐
12 How long until it is actually running, and who helps me set it up? Ask for a date and a named contact. Red flag: onboarding measured in weeks, or paid training days.	✓ About five minutes to the first scheduled reminder. Free tier, no card, humans on contact@remindlo.co.uk.	☐	☐

Two things to do before you commit. Send yourself a real reminder to your own mobile, exactly as a customer would receive it, and read it on the phone rather than on the demo screen. Then run the numbers on your own volume: at roughly £55 a test, recovering five forgotten customers a month covers any tool on this list several times over.

Want to test the answers?

Remindlo is MOT reminder software you can run on top of the diary you already use. Free tier, 10 messages a month, no card required.
remindlo.co.uk/industries/mot-testing-station