



Market to the Right Customers

Dealership-wide Solutions for ERA[®]

U.S.

Name File Services for ERA[®]

Reduce your expenses, save time, and help ensure Do Not Contact compliance with Name File Services, the most comprehensive and accurate consumer privacy compliance tool available in the automotive market.

Keep It Clean

How many returned letters did you receive from your last customer mailing? Reynolds knows the value of your customer's name and can help ensure you capture changes to your customer contacts.

Because an accurate Name File affects every part of your dealership, Reynolds has created a set of automated solutions designed to keep your ERA Name File clean and updated without manual data entry. Name File Services is the only solution that integrates with your ERA dealership management system (DMS) to help ensure accurate customer data across all applications, including Contact Management.

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MFR 1, 2004 REHD ELECTRONIC MAIL PORT 10 6942
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TO: 7 SSH 2 OF 5
FROM: SSH
SUBJECT: DATA INTEGRITY
DATE: 11:55AM EST 13 JAN 2004

YOUR DATA INTEGRITY PROCESS FOR STORE 01 HAS COMPLETED UPDATING
THE INFORMATION ON YOUR SYSTEM WITH THE FOLLOWING RESULTS.

Last Cust Cons Update File created : 01/10/2004 at 11:55:01
Number of Name Id's to process : NNNNN
Last Cust Cons Update to ERA started
Last Cust Cons Update to
Number of Name Id's proc
Number of potential dup)

MFR 1, 2004 COMBINE DUPLICATE NAMES Store 01 ACCT001 PORT 10 0567
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LNN NAME ID NAME ADDRESS TYPE CL
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R 1 6615834 JONATHAN B SMITH 1178 LIVE OAK DR S000XX
  2 6616574 JB SMITH 1178 LIVE OAK DR S000XX C1
  3 6619887 JACK SMITH 1178 LIVEOAK DR S000XX S2

(B=BACK)(R=REPLY)(F=FORWARD)(
(R=NAME ID TO RETAIN) (CH=NAME ID
(I=MODIFY) (D=DELETE) (E=ENTER)

MFR 1, 2004 CUSTOMER NAME CLEANSING Store 01 ACCT001 PORT 10 0567
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DATA INTEGRITY SERVICES - CUSTOMER CONSOLIDATION

1. ACCEPT ALL RECORDS WITH CONFIDENCE LEVEL 1 (Y=N) N
2. ACCEPT ALL RECORDS WITH CONFIDENCE LEVEL 2 (Y=N) N
3. ACCEPT ALL RECORDS WITH CONFIDENCE LEVEL 3 (Y=N) N
4. ACCEPT ALL RECORDS WITH CONFIDENCE LEVEL 4 (Y=N) N

AN ANSWER OF "Y" OR "N" CAN BE CHANGED FOR THE ABOVE LINES*5
UP TO mm/dd/yyyy OR UNTIL THE NAMES ARE ACTUALLY COMBINED

(PR=POTENTIAL DUPLICATE NAMES REPORT)
(LINE#) (M=MODIFY) (HC=DI MANUAL CONS) (F=FND) (C=COMBINE NAMES) (E=SAVE-END)
    
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Save Time and Money

Sending messages to the same person multiple times not only costs time and money, but it can give your customers the wrong message about your dealership. When promotional mail is returned undelivered, you lose money on both postage and lost sales opportunities with customers who never see your information. And compliance violations are hard to avoid with a poor quality database; each Do Not Call violation can cost you \$11,000 in fines. Name File Services improves your bottom line by helping ensure your messages get to the right people at the right time.

“Name File Services has helped me increase our business, cut our mailing costs in half, and kept us compliant with federal Do Not Call legislation. And with nine franchises in seven locations and 170,000 customers in our name files, having Name File Services automatically update the name file is great. It saves us a lot of time. If you don’t have Name File Services, you are missing out.”

**Rick Sheppard, Business Development Center
Uftring Auto Group
Peoria, IL**

Services Meeting Your Needs

Each of the functions included in Name File Services can be tailored to run monthly or on demand based on your dealership’s needs.

- Customer Address Update provides the latest address information from the National Change of Address (NCOA) and other databases.
- Customer Telephone Update compares and updates phone numbers against the National White Pages Directory.
- Customer Privacy Update identifies and flags Do Not Contact registrations from Federal, State, and Direct Marketing Association (DMA) databases.
- Customer De-duplication allows you to identify potential duplicate names, and remove them if desired.

Let Name File Services help you turn your customer data into a valuable marketing tool with an accurate Name File that helps keep you fully compliant and focused on selling and servicing vehicles.

**For more information on
Name File Services, please
contact your Reynolds
Account Manager or call
800.767.7879.**



MAKING BUSINESS BETTER.