



Strengthen Customer Relationships

Dealership-wide Solutions for POWER

U.S.

Household/Driver Tracking for POWER

Capitalize on more sales opportunities and build stronger, lasting relationships with your customers by managing customer information efficiently.

Information In One Place

Manage customer and prospect records easily in one central location. Household/Driver Tracking (HHD) helps you keep clean records and focus on your sales and marketing efforts to generate increased revenue for your dealership. Customers, prospects, and vehicles are grouped into households, helping you manage and maintain up-to-date records that are free of duplication. An easy-to-use “tree view” layout gives a general overview of a household with several tabs that provide customer, service, and sales information (number of units owned and sold, average dollars per invoice, last customer satisfaction index, etc.) to better manage your customers at a glance.

The screenshot displays the HHD software interface for a customer named Oscar Mayer. The interface is divided into several sections:

- Household Summary (Tree View):** A hierarchical list on the left side showing the household structure:
 - MAYER, OSCAR
 - Members (2)
 - MAYER, DIONNE
 - MAYER, OSCAR (H)
 - Current Vehicles (1)
 - 2004 FORD TAURUS
 - Previous Vehicles (1)
 - 1993 FORD TEMPO
 - FBI Deals
 - Current Vehicles (1)
 - 2004 FORD TAURUS
 - Previous Vehicles (0)
 - MAYER, STEVEN
 - MAYES, JASON R
 - MAYES, LAWRENCE
 - MAYES, LINDA
 - MAYES, SABRINA S
 - MAYFIELD, EVELYN
 - MAYFORTH, LINDA
 - MAYHEW, DAVID A
 - MAYHEW, KAREN
 - MAYHEW, KAREN F

- Overview Tab:** Displays the following information:
- Head of Household: **MAYER, OSCAR**
- Name and Address:
 - Name: <MAYER, OSCAR> <INDIVIDUAL> <MR>
 - Address: 301 LAS MARIAS DR, ORLANDO, FL 32801, ORANGE
- Phone Numbers:
 - Home: (407) 555-8698
 - Work: (407) 555-8698
 - Fax: WATS
 - Pager: Vmail
 - Cell: Car
- Email: Main Email and Alternate Email fields with checkboxes for "No Email".
- Driver Information:**
- Driver#: 000152433
- Name: MAYER, OSCAR
- Last Vehicle Bought/Service'd Was At Client: MK1002
- License: FL A304266

Drivers and vehicles are grouped into households with a “tree view” layout for easy navigation and record management.

Household/Driver Tracking for POWER

Researching changes that have occurred in a specific household is easy with HHD. When certain changes are made to a household, driver, or vehicle record, notes are automatically added, including the date, user ID, and type of change. Individual driver's notes can include:

- General driver notes.
- Sales Prospect Control (SPC) notes.
- CRM task and appointment notes.
- Driver comments from the Finance Accounting Interface application.

A Clean Record

Stay up-to-date when adding F&I deals and ROs to your POWER system. HHD automatically prompts users to add the driver to an existing household or driver based on key information being similar (such as a phone number). For existing records, HHD provides powerful tools to maintain clean customer data, which can be accessed with a single click of the mouse:

- Add drivers or vehicles to a household.
- Separate drivers or vehicles from a household.
- Merge drivers within the system.
- Select multiple drivers to merge at one time.
- Change the head of the household.
- View "exception" lists containing records that need to be reviewed (duplicate drivers, similar information, etc.).

Focus on Sales

Better direct your sales efforts by more effectively maintaining and utilizing customer information. HHD links your sales, finance, and service departments by sharing information among all three. Whenever changes are made to your POWER system in any of these departments, HHD is instantly updated. This integration helps prevent wasted direct mail on duplicate or outdated customer information. Plus, you can easily look up service history information on every vehicle within a household to see total customer value and to decide service specials to offer. Your finance department can also quickly identify candidates for marketing campaigns, such as those who did not buy extended service plans. Armed with the best information available, your sales people can perform at their peak.

Extensive Reporting

Reports can be set up to display an extensive amount of information, including vehicle, sales, service, and customer data. These reports can filter data based on customized criteria, for example:

- Vehicle total gross and/or credit score for drivers marked as head of household.
- Vehicle sales gross profit and units sold per customer.
- Drivers with an annual income of over \$100,000 with no vehicle on record.

- Head of households who have spent at least \$1,000 with your service department.
- Households with over four vehicles.

Track your drivers and households to maintain accurate customer and prospect records – improving your sales efforts and customer satisfaction.

For more information on Household/Driver Tracking, please contact your Reynolds Account Manager, call 1.800.767.7879, or e-mail marketing@reyrey.com.



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