

Drive Profits With Better Communication

POWER

U.S.

Parts and Service Solutions

Ask Yourself...

- ? How much money have I lost on service no-shows?
- ? How many of my messages go unread because I'm not using my customers' preferred method of contact?
- ? Can I trust my busy service employees will create and send follow-up messages to customers?
- ? Am I wasting money sending letters to customers who would rather receive an e-mail or text message?

\$60 billion in annual vehicle maintenance is not performed.¹

Expect Results

- Reduce the number of "no-shows" in service with timely reminders.
- Eliminate unnecessary mailing costs by communicating electronically for all customers who prefer e-mail or text messaging.
- Increase customer engagement with perfectly timed e-mails based on defined events in your system.
- Save money spent on massive third-party solutions by customizing your follow-up system with only the features you want.

¹ Car Care Council

² Deloitte Research Manufacturing Study

How Are You Reversing The Trend?

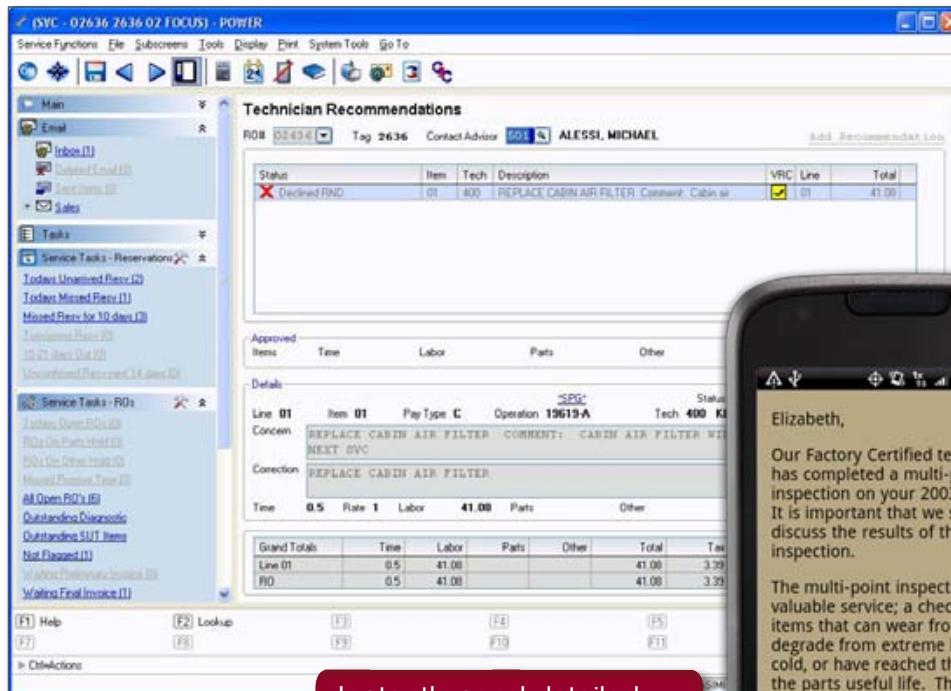


Automotive service customers are likely to get exactly what they want, at the right time and place less than 56% of the time.²

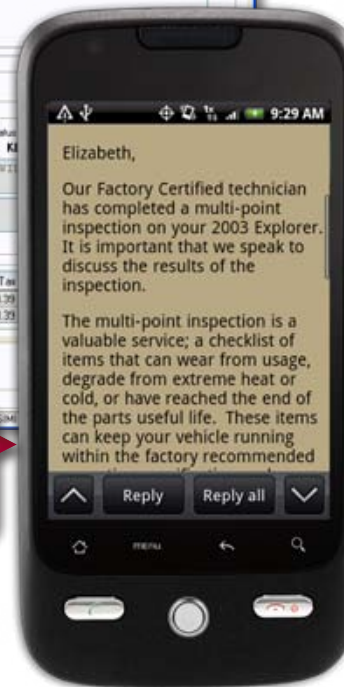
**Outbound Correspondence
and Communication
for Fixed Operations**

About Outbound Correspondence and Communication for Fixed Operations

Communicate with your customers the way they want, when you want, with a targeted customer follow-up tool. E-mails, letters, postcards, and even text messages can be instantly created and sent to specific groups of customers using the exact criteria that you choose.



Instantly send detailed, pre-written messages for customers, based on the criteria you choose.



Options

Create communications that work best for you and your customers

- **Service Forecast Notification** – Proactively contact customers with service recommendations based on projected mileage and service history.
- **Repair Order Operations Follow-up** – Send follow-up messages based on operations completed and recommended not done items to bring in more repeat business.
- **Reservation Follow-up** – Remind customers of upcoming or missed service appointments.
- **Repair Order Follow-up** – Send “thank you” messages to customers based on pay types, advisor, or date ranges.
- **Campaign Notification** – Notify customers of outstanding campaigns and recalls for their vehicles.
- **Name and Address** – Send communications to parts customers and vendors.
- **Service History General Follow-up** – Target specific customers based on vehicle type, service history, or other factors to re-establish a relationship.
- **Parts Special Order Notification** – Contact customers as soon as their parts order arrives.
- **Household Marketing** – Market to an entire household of customers, but communicate through the head of the household if preferred.

The fastest way to increase your service traffic is through proactive communication and timely follow-up. Reach out to your customers when they're most likely to respond.



MAKING BUSINESS BETTER.