

ReminderTRAX® Testimonial



"We are more successful and schedule more appointments as a result of putting our ReminderTRAX reports to work."



"Our BDC uses the ReminderTRAX Contact Detail report as a marketing tool. Prior to using ReminderTRAX reports, our BDC mostly waited for calls to come in to schedule service. Now we split up the ReminderTRAX contact detail report

to be proactive and schedule service appointments. Calling out to customers due for service is a personable way to follow-up on the ReminderTRAX service reminders they received by mail and email. The additional touchpoint made by our BDC reinforces the need with our customers to schedule service; we are more successful and schedule more appointments as a result of putting our ReminderTRAX reports to work.

We also find the monthly NCOA report and failed email reports helpful. We use the NCOA reports to update addresses in our DMS and the failed email report gives us an opportunity to explain the importance to our customers that we have their active email address. That, and we have just started using the reports to follow-up on our new ReminderTRAX Lease communications. There is a lot of potential for BDCs to leverage ReminderTRAX reports to influence sales as well as service; I would encourage other BDCs to look at ways they can use ReminderTRAX reporting to help both departments."

Amanda Horst

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Customer Contact Detail [Back to ReminderTRAX Report Index](#)

Month: June, Year: 2020, Channel: All, Interaction Type: Service

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Customer	Vehicle and VIN	Est. Mileage	Solicit	Interaction	Channel	Last Transaction	Transaction #	EMP ID
Te 48 NC 55 65	2018 Ram 3500	42,912	06/11/2020	45k First Reminder	Direct Mail	02/19/2020	173886	1229
Mo 32 ST 81	2019 Ram 1500	42,537	06/14/2020	45k First Reminder	Email	01/03/2020	170585	1019
Jo 97 FC 65	2017 Ram 2500	25,767	06/28/2020	Final Cycle Inactive	Direct Mail	08/28/2019	162473	1019
Jo 97 FC 65	2017 Ram 2500	25,767	06/28/2020	Final Cycle Inactive	Email	08/28/2019	162473	1019
Jo 68 CI 76	2019 Ram 1500 Classic	26,253	06/07/2020	Service Welcome	Direct Mail	05/19/2020	177949	1229
Jo 68 CI 76	2019 Ram 1500 Classic	26,253	06/07/2020	Service Welcome	Email	05/19/2020	177949	1229

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