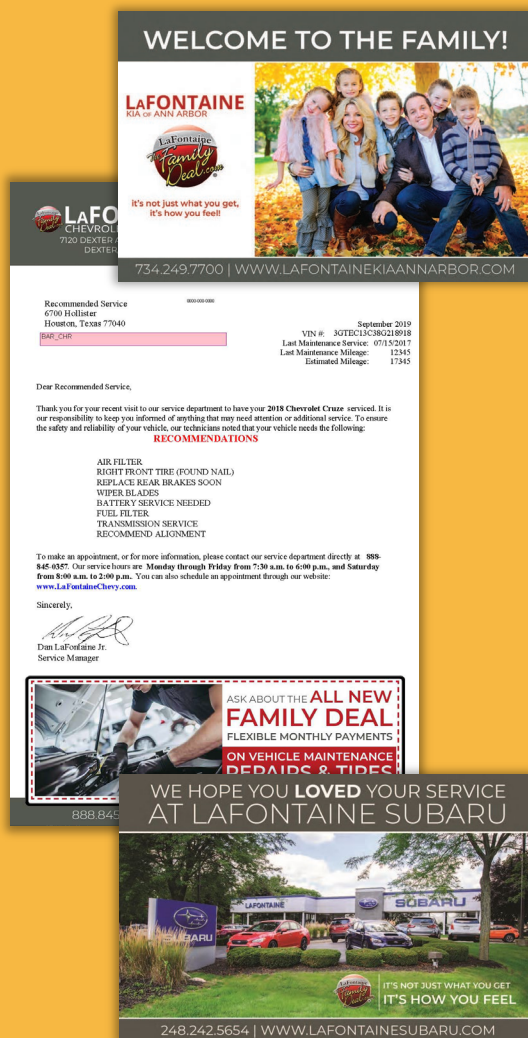


# ReminderTRAX® Testimonial



**"ReminderTRAX has a higher ROI and gives us a better return than anything we've tried. The difference in return between the OEM program and ReminderTRAX blows my mind."**

## REMINDERTRAX®



**"ReminderTRAX is my favorite advertising tool by far. If I could choose between the manufacturer program and ReminderTRAX, I would choose ReminderTRAX. We use ReminderTRAX to supplement the OEM program across all 18 of our stores. It has a better ROI and gives us a better return than anything we've tried. The difference in return between the OEM program and ReminderTRAX blows my mind; *it's a dramatically different return.* I don't know why it brings such a better ROI than anything else on the market for us, but it could be that the timing is more accurate, the multiple touchpoints, or the beauty in the design; that it's personalized to the customer—it's not a generic campaign that has little meaning.**

We are very brand-conscious at LaFontaine, and our ReminderTRAX communications are branded consistently across all of our stores. We have a well-known and respected brand in the community, with good name recognition—it makes a difference that our ReminderTRAX communications are personalized with our brand. When a customer receives one of our communications, it's LaFontaine telling them it's time to return for service, not a generic manufacturer reminder—that could be another reason we have such a great return.

ReminderTRAX also gives us another opportunity to touch the customer. With the detailed reporting, we know which customers responded and which did not. Our BDC, and sometimes even our service advisors, then use the reports to get in touch with those customers that didn't return. **ReminderTRAX actually reminds us to contact the customer!**

*Mike Zasadny*

Service Director  
LaFontaine Automotive Group  
Highland, MI

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