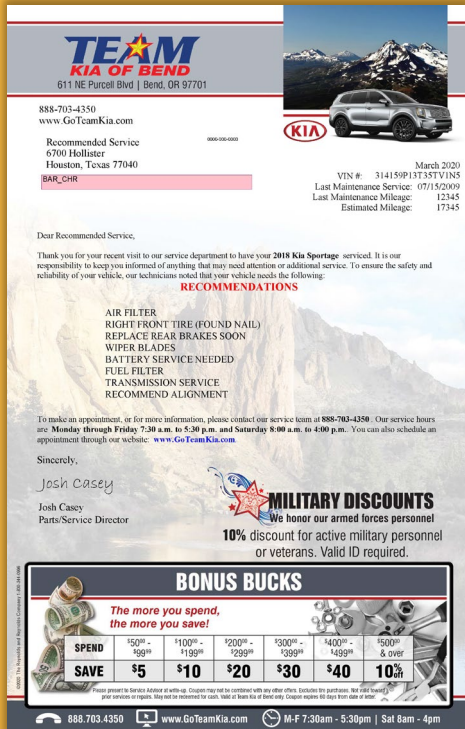


ReminderTRAX® Testimonial



“I like how ReminderTRAX complements gaps in the Kia KORE Program. The Declined Service communication also works well. It’s important to get declined service reminders in the hands of customers, especially older vehicles that tend to have more declines. Our declined service communications include a Bonus Bucks coupon (offering \$5 - \$40 off, depending on the amount of the repair) and a 10% military discount. We feel it’s important to give back to our community of veterans, and our customers appreciate the acknowledgment. My advice to Kia dealers who are considering ReminderTRAX is to look at what you’re doing now and if you’re not happy with the results, then look at doing more than just supplementing your current program—pinpoint areas where you want to improve with ReminderTRAX.”

Joshua Casey
 Parts & Service Manager
 Team Kia of Bend
 Bend, OR

“Look at what you’re doing now and if you’re not happy with the results, then look at doing more than just supplementing your current program—pinpoint areas where you want to improve with ReminderTRAX.”

Interactions	Interactions Sent	Customer Responses	Response Rate	Revenue Generated	Revenue Per Response
Recommended Service LTR (excluding Kia)	4	2	50%	\$968	\$484
Recommended Service LTR (Kia excluding last 3 yrs)	19	6	32%	\$1,238	\$206



Contact your Document Services Consultant for more information.



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