

ReminderTRAX[®] and DirecTRAX[™] Testimonial



"I started using ReminderTRAX and DirecTRAX in 2011 at a Toyota dealership. At the time, we were struggling—not seeing the returns from marketing that we would have liked. I decided to give Reynolds a try, and after working with our Reynolds Document Services consultant, we finally saw the light and started seeing customers come back that we had not seen come back before!

When I joined Team VW Audi, we were averaging \$165,000 per month in gross sales for service and the dealership was not doing any marketing outside of the manufacturer program. **Now with help of ReminderTRAX and targeted DirecTRAX direct mail efforts, we average \$275,000 in gross sales with our highest month being \$323,000—it's been amazing! That's an additional \$110,000 per month in growth!**

Outside of the occasional manufacturer recall campaign, I strictly use Reynolds' DirecTRAX for direct mail, and the ongoing support we receive from our Document Services Consultant is a big reason for our growth. At the beginning of each month, we sit down together to go over ROI reports—we measure response, look at how long it is taking for customers to come back, and see how much they're spending. It is not uncommon for us to see a 20-23% return from our mailers—well above the industry average. I receive input each month from my Document Services Consultant on what is working and not working across the country, and we work together to strategize what the next seasonal campaign should look like—who we should target, what we should offer. He has been a great communicator.

What I like best about ReminderTRAX and DirecTRAX is that you can design the program to fit your specific needs. My advice to a dealer considering the program would be to customize the communications and primary market area to your store, watch it grow, and give it time—it will work."

Bob Garoutte

Service Director
Team VW Audi, Merrville, IN



"We've seen an additional \$110,000 per month in growth!"



This campaign generated a 9.1% response rate, and over \$117,000 in revenue!

Contact your Document Services Consultant for more information.



Document Services