Introducing the QA Retention Solution

star
Strategically Targeted Automotive Research

The best customer-pay retention and retrieval program in the automotive industry.

Call us today: 218-736-5247 or 218-205-1832
Email us at emily@qaecrm.com
Our philosophy is if you can’t measure it you shouldn’t do it.

Marketing to the Correct Customer

Rifle & Scope Approach vs Shotgun Approach

(television, radio, newspaper)
What QA will do for you…

- Retaining Current Customers
- Regaining Inactive and Lost Customers
- Gaining and Retaining New Customers
- Increasing Up-sales
- Satisfying Sold Service Customers
- Creating the Maximum R.O.I.
Customer perception is that dealers are more expensive than “After Market Competitors”

COMPETITION
32 Aftermarket service providers for each new car dealer
Marketing Formula
Combining purchase incentives + QA’s star drill-down method = the most effective advertising strategy.

20% Discount offer is the threshold required to motivate customers.
The *star* Analysis identifies the dealer’s Market area by using historical data in the Dealers Management System.
Define…Decide…Deliver

- **Who** are your customers
- **What** customers do we target
- **Where** do your customers live
- **When** was your customer’s last visit
- **Why** are they a customer
Where should you focus your time and effort?

The star solution provides focus on the 20% market that provides the dealer with 80% of the business.
star Analysis begins with cleaning the DMS records:

- Downloaded
- Cleaned
- Reformatted
- Standardized
- Addresses Verified
- Manually Reviewed for Data Integrity
Customers are separated into four categories

**Recent:** Activity within the last 6 months.

**Inactive:** Activity within 6 to 12 months.

**Lost:** Activity within 12 to 18 months.

**Potential:** No History in Dealership.
The dealers zip codes are prioritized from greatest to least effective

<table>
<thead>
<tr>
<th>distance</th>
<th>ZIP</th>
<th>City</th>
<th># of &quot;Active&quot; Customers</th>
<th>Cumulative Customer Count</th>
<th>Cumulative % Total Customer Base by Miles</th>
<th>Prospect Count</th>
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The Hard Part is Over....next

• Create an effective marketing campaign that fits the dealerships' needs.

• Communicate the program with the management team and service drive.

• Track and measure the results.
Components & Options of QA’s Star Marketing
- Mileage and/or Time Driven Recommended Maintenance Reminders
- First Visit Thank You Letter
- New/Used Sales to Service Introduction
- Declined Services – opcode, specific word, recommendation field
- Missed Visit Reminder Letter
- Lost Souls/Defector Letters
- Loyalty Advantage Rewards Program
• QA Prints and mails your reminders weekly.
• QA isn’t a cookie cutter company – your letters are custom designed just for your store.
• QA prints on-demand with full 4-color processing.
• QA prints on the back of your reminders in 4-color at no additional charge.
• View and change your text, coupons, and templates on-line via our web-based system. Changes take effect immediately!
• Smart coupons by year, make, model and mileage…allowing you further market precision.
• **Low cost – High Quality:** Due to our low overhead we pass the savings to you…
Quality Assurance
Automotive Solutions

Postcard Format

Auto Dealership CRM Solutions

SEE OTHER SIDE FOR A FREE OIL CHANGE!

1601 Southtown Drive
Bloomington, MN 55431
952.388.0731

Why do this yourself?
When we’ll do it for FREE....!

OIL CHANGE
You buy the oil and the filter... and we'll do the work for FREE

Oil and Filter must be purchased at Lupient Chevrolet. Valid only at Lupient Chevrolet. Coupon expires 4/6/2013. Must present coupon at time of write-up. Cannot combine offers. See advisors for details.

Lupient
CHEVROLET OF BLOOMINGTON

1601 Southtown Drive - Bloomington, MN 55431 • 952.388.0731
customer_name,

Thank you for choosing Lupient Chevrolet for your automotive needs. Last year General Motors provided you with up to four service visits at no charge. These offers expired December 2011. The good news is because you drive a Lupient Chevrolet in Bloomington, MN as your dealer to perform these services, we at Lupient Chevrolet have decided to extend a similar offer.

We are offering you Complimentary Maintenance, good for up to four service visits which include: Lube-Oil-Filler and a 27-Point Vehicle Inspection which is only valid at Lupient Chevrolet in Bloomington, MN.

Please accept our invitation to return to Lupient Chevrolet by using the enclosed gift card.

Sincerely,

Your Lupient Chevrolet Service Team

SEE ENCLOSED certificate card for your complimentary maintenance visits!
QA’s rewards program is designed to work for you without you having to work.

“I took away all the things about reward programs that you don’t like and created one that fits your dealership’s needs”.

Emily R Rudh, Owner
What Makes QA’s Reward Program The Best on the Market?

• The dealer sets the reward percentage
  Example 2% Customer Rewards

• The dealer sets the threshold reward
  Example $15 Certificates

• The dealer sets the expiration date
  Reduces the exposure of unused rewards

• No need for anyone to key in any data
  Its all in the system, so why create extra work?

• We talk dollars - Not points!

• No need to look-up points or dollars
  Customers get their rewards when they are earned.
What Makes QA’s Reward Program The Best on the Market?

We Get Results

The average Repair Order for dealerships
Approximately $200/RO

The Average Repair Order with Customers who Used their QA Loyalty Rewards
Approximately $400/RO

Response Rates Range between 40%-70%
Why Is the Average RO Dollar Higher with QA Rewards?

• The Customers who are getting the Reward Certificates have spent a significant amount of money at your dealership.

• Their vehicles likely need additional repairs.

• They know you.

• They trust you.

• Now they get their reward check & decide to use it toward the additional repairs needed on their vehicle.
“If we are not customer driven, nor will our cars be.” Henry Ford