

Dealers get more results. Faster.



Take your business to the next level.

Customer satisfaction and retention are the result of strong customer relationships which begin with your very first contact and continue throughout the ownership touchpoint cycle. To make your customers feel valued throughout the process, it's important to address each owner's unique needs, increase their understanding of servicing requirements and provide transparency of maintenance services and costs.

With our comprehensive touchpoint owner communication program, you can easily send relevant, tailored communications that suit your customer's specific needs. Advanced analytics will determine what services the vehicle requires. Suggested offers/coupons will be relevant to services required. Vehicle sales messaging can be incorporated where relevant to the customer.

Benefits to you as a dealer include:

- Single supplier for all customer communications.
- Multiple communication channels.
- Variable messaging and coupons based on VIN and customer-specific targeting.
- Flexibility and convenience of incorporating dealer specific communications (e.g., specials, promotions, vehicle sales) into existing communications.
- Advanced logic eliminates duplicate mailings, increases relevancy and optimizes customer responsiveness.



touchpoint finds the right customers and sends them tailored messages.

That means:

- Higher response rates
- More relevant content
- No wasted communications

touchpoint Predictive Modeling.

Predictive Modeling is the process of using known results to create and validate touchpoints and offers, used to forecast future outcomes. Using these advanced analytics we know what works and how to increase retention and grow market share. Let us do an analysis of your service market area and determine what your Service Customer Retention and Service Market Share is today. We'll apply our predictive modeling analytics and show you step by step how we can help you increase retention and grow market share. There is no obligation!

touchpoint



impact results

TO LEARN MORE CALL 520.877.5807

Increase revenue, retention, and market share with touchpoint

Innovation. Technology. Design. Performance.

touchpoint drives a higher ROI through a comprehensive owner communication program that empowers dealers to capture new customers, retain existing customers and recapture inactive and lost customers through effective and efficient use of customer touchpoints.

Service Customer Retention

is the number of customers who have returned to your dealership for a CP transaction within 12 months of the last paid transaction at your dealership.

Retain existing customers by targeting customers with carefully tailored messages to keep them returning for service and re-purchase.

touchpoint	BUSINESS RULES	CHANNELS		
MINOR Maintenance Reminders	Every 5,000 to 10,000 miles (Depending on manufacture)	Email	Mail	Email, Mail backfill
INTERMEDIATE Maintenance Reminders	Every 15,000 to 20,000 miles (Depending on manufacture)			
MAJOR Maintenance Reminders	Every 30,000 miles			
Missed MINOR Maintenance Reminders	Within 30 days of Minor Maintenance Reminders			
Missed INTERMEDIATE Maintenance Reminders	Within 30 days of Intermediate Maintenance Reminders			
Missed MAJOR Maintenance Reminders	Within 30 days of Major Maintenance Reminders			
Reengage 1	Within 30 days of Missed Minor, Intermediate and Major Maintenance Reminders			
Reengage 2	Within 60 days of Missed Minor, Intermediate and Major Maintenance Reminders			
Reengage 3	Within 90 days of Missed Minor, Intermediate and Major Maintenance Reminders			

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Fastest touchpoint to increase business!

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by

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Service Market Share

measures the number of people in your PMA who have visited your dealership in the last 12 months for a CP RO.

Recapture Inactive/Lost Customers by effectively and continuously providing enticing offers to return.

touchpoint	BUSINESS RULES	CHANNELS		
Extended Reengagement Inactive Customers	Capture inactive customers from 13 to 24 months from last transaction at dealer	Email	Mail	Email, Mail backfill
Extended Reengagement Lost Customers	Capture lost customers from 25 to 36 months from last transaction at dealer			

Capture New Service Customers using analytics and predictive modeling, touchpoint finds new customers and drives them in to boost traffic and revenue.

touchpoint	BUSINESS RULES	CHANNELS		
Conquest New Customers	Find new customers not sold or serviced by dealer	Email	Mail	Email, Mail backfill

Create your own Business Development Center (BDC) with the touchpoint Call Center Solution

30%

of phone calls are answered.

25%

of email messages are open and read.

95%

of text messages are read within 15 minutes.

In order to reach today's customer you must use all 3 forms of communication.

The touchpoint Call Center Program is customized exactly to your needs.

- When logged into the system you get the following for every campaign:
- Complete customer information with specific call agent scripts.

• Ability to make appointments or perform a survey.

• Send an email or text message, again customized to you.

• Record customer notes and requests for no further contact.

SCR

Increase Service Retention

SMS

Increase Service Market Share

CAB

Capture Additional Business

We analyze your sales and service data to develop a category for each customer. We've got it covered.

The program is simple. Each call campaign is unique.

- First Service Service Calls

• Missed First Service Calls

• Maintenance Reminder Calls

• Missed Maintenance Calls

• Reengage 1-3 Retention Calls
- Extended Reengagement Inactive Calls

• Extended Reengagement Lost Calls

• Decline Service Calls

• Vehicle Recall Calls

• Dealer Defined Calls

- PROFESSIONALLY MANAGE CALLS

• At a glance see monthly calls remaining, call attempts and calls completed.

• Incoming call lookup for customers returning a call.

• Dashboard reports contact performance.
- COMPREHENSIVE CALL REPORTING

• Drills down to agent call performance.

• Drills down to agent call details. Notes, disposition etc.

Capture Additional Business

by predicting vehicles due for brakes, tires, belts or batteries. Recover lost revenue by being persistent with enticing offers to return.

touchpoint	BUSINESS RULES	CHANNELS		
Vehicle Sales Introduction to Service	At 5 months from date of purchase	Email	Mail	Email, Mail backfill
Decline Service Follow-up	Within 15 days of Decline Service			
Vehicle Recalls	Recall notification is an effective way to drive additional business.			
Wear & Tear Item Repairs	Vehicles predicted due for brakes, tires, belts or batteries.			
Vehicle Anniversary	Anniversary Years 1, 2, 3, 4 & 5			
End of Warranty	Owners who purchased a new vehicle 33 months ago & have less than 35,000 miles.			

touchpoint rewards

touchpoint Rewards Program is a super-easy, turnkey customer retention solution that gives dealers the opportunity to reward customers and capture more business from their existing customer base.

- SIMPLE

• Easy Online Administration

• Inexpensive

• Highly Customizable

• Dealer Branded

• Customer Registration Optional
- CONVENIENT

• No Card to Carry

• Rewards Received Automatically

• Easy Online Access to Rewards Account

• Manage Profile and Vehicles
- REWARDING

• Rewards Automatically Calculated

• Supports Multiable Vehicles

• Easy Online Redemption Process

• Rewards Messaging Seamlessly Integrated into Email and Mail

• Bonus Customer Rewards

• Email Monthly Statements

HOW IT WORKS
Customers are automatically eligible by purchasing a new or used vehicle or by getting maintenance and repairs performed at your dealership.

The customer must register to receive the program benefits. Once registered, the customer will receive rewards for vehicle maintenance services, repairs and warranty repairs. Customers will receive Rewards for every CP service visit, a percent of the repair order total and a flat dollar amount per visit for warranty repairs.

The dealer determines reward percentages and flat dollar amounts. Dealer can also cap the reward at a flat dollar amount e.g. Customers may only earn up to \$150 per customer paid repair order per visit. Only one warranty reward per 30 day period.

Dealer reward dollars are a discount and have no cash, but can be used like cash for service or repairs at [Dealer Name]!