



Owner Retention
Experience



CASE STUDY

PAIN POINTS

- Increase customer follow-up
- Communicate using a multi-channel approach
- Retain current customers
- Increase sales counts and service ROs

HOW DID WE HELP?

Enrolling in Kia Owner Retention Experience resulted in:

- Improved follow-up with customers with automated multi-channel communications
- Lift in retention rates by utilizing seasonally relevant campaigns and coupons
- Increased connection with customers and prospects using a turn-key platform

THE RESULTS

51%

INCREASE IN
CUSTOMER
DATABASE COUNT

63%

INCREASE IN
RETURNING
CUSTOMER SALES

42%

INCREASE
IN SERVICE
RO COUNT



Nicholasville, KY

EVONA HARTZELL

Parts and Service
Manager

"The Kia Owner Retention Experience (KORE) Program powered by OneCommand impressed me from day one, and I am not easy to impress. The program makes it easy to constantly stay in touch with my customers. It's like having my own personal marketing department. Our business has grown exponentially. They truly value me as a customer and work very hard to promote my business. If you are trying to run a service department without OneCommand, you are doing it the hard way."

To Learn More or to Enroll Today, Call 877.334.9119 or Visit www.KOREProgram.com