



Owner Retention
Experience



CASE STUDY

PAIN POINTS

- Connect with more customers through a multi-channel approach
- Boost new vehicle sales and service ROs
- Utilize a customizable and personable marketing program

HOW DID WE HELP?

Enrolling in Kia Owner Retention Experience resulted in:

- Improved customer satisfaction
- Increased service revenue and traffic with seasonally relevant communications and offers
- Increased connection with customers and prospects with customized dealer communications

THE RESULTS

17%


INCREASE
IN SERVICE
RO COUNT

18%

INCREASE IN
CUSTOMER
DATABASE COUNT

28%

INCREASE
IN SERVICE
REVENUE

 **Kia of Ventura**
Ventura, CA

BARRY GARRISON
Business Development
Director

“The selection of outbound communications and personalized support the Kia Owner Retention Program (KORE) provides is extraordinary! I can easily communicate with our customers, including our non-Kia service customers, as well. The communications we send have generated new vehicle sales and boosted our service RO count and revenue substantially! It’s a fantastic program.”

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