



Ralph McGuire
Service Manager

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All Star Kia of Pomona and All Star Kia of San Bernardino, located in Southern California, enrolled in the new Kia Owner Retention Experience as a way to maintain current customers. What they didn't expect was outstanding response from their customers and a tool that increases the efficiency and productiveness of the stores' staff. The Kia Owner Retention Experience (KORE) service reminder program incorporates key elements of the Kia Customer 360° Service Experience™ and delivers timely, automated communications to a dealer's customers through their preferred channel. KORE enables dealers to distribute effective communications, via voice, email, text message and direct mail, at the most relevant touch points of a customer's ownership lifecycle.

Prior to enrolling in the Kia Owner Retention Experience in December 2010, the All Star Kia dealerships relied on multiple vendors to deliver disparate marketing communications. By signing up for this intuitive program, all customer outreach is now automated, timely and consistent. Most importantly says Service Manager, Ralph McGuire, “our monthly marketing spend has been greatly reduced. All communications are being delivered by the KORE program in one place, which has helped when measuring our success and the effectiveness of the program.”

Initially, All Star Kia of Pomona and San Bernardino had concerns about voice communications because they had never used this channel before. To their surprise, customers love to receive Voice of Authority communications. McGuire explains, “Since January, only 6 people have opted out of our voice messages. Customers genuinely appreciate receiving our service reminders and after service thank you communications. Many call and say, ‘thank you for reminding me I'm due for service...when can I come in for my appointment?’ I see first-hand how this channel works to drive service traffic.”

A member of the Kia Motors America President's Club since 2008, the All Star Kia stores know their success lies in their customers, and every member of the team takes special care to ensure each customer who visits is happy with their experience at the dealership. Their approach is paying off - the All Star Kia dealerships have received Kia's “Service Elite” recognition for the last three years due to their exceptional service CSI ratings. A 2011 goal for the stores is to continue to increase customer retention and owner loyalty. “We know how to increase our customer retention and with the Kia Owner Retention Experience in place, I'm expecting to reach our goal by year end.”

Previously, the All Star Kia stores did not have follow up tools in place for sales to service handoff and service thank you communications. Because of the Kia Owner Retention Experience, these communications have become heavily utilized and two of the most successful. The sales to service handoff series has reached 7,384 new customers and earned over \$29k in service revenue while after-service thank you communications have been delivered to 3,352 customers. “Every customer now receives a follow up communication after a vehicle purchase and service visit. I can rest easy knowing these communications are delivered on a regular basis when the time is right. We are able to begin all new customer relationships on the right foot and maintain customer satisfaction thanks to these campaigns,” states McGuire.

Regular maintenance and appointment reminders are working behind the scenes to bring customers in for scheduled, on-time service. In June, multi-channel maintenance reminders contributed to a record-setting revenue month for All Star Kia of Pomona and San Bernardino.

Other campaigns that have fostered success of the All Star Kia stores are seasonal and holiday campaigns. In May, the Pomona store delivered a Mother's Day voice and email campaign to nearly 5,000 customers recognizing moms in the community. As a result of this simple outreach, they sold 3 vehicles and closed 86 ROs for over \$12K in service revenue. With this type of customer communication, the goal is simple - deliver relevant messaging while being cautious not to over-communicate. The All Star Kia stores follow a rule of no more than 1 special event communication per month.

“Dollar for dollar, this program is far superior to others we used previously. It is hands-off and continues to produce results without any manual work. The messaging is relevant to what customers need to know about their Kia vehicle. The minimal monthly investment pays for itself with the ROI we've generated. Any Kia store that isn't using the KORE Program is losing customers,” remarks McGuire.

