

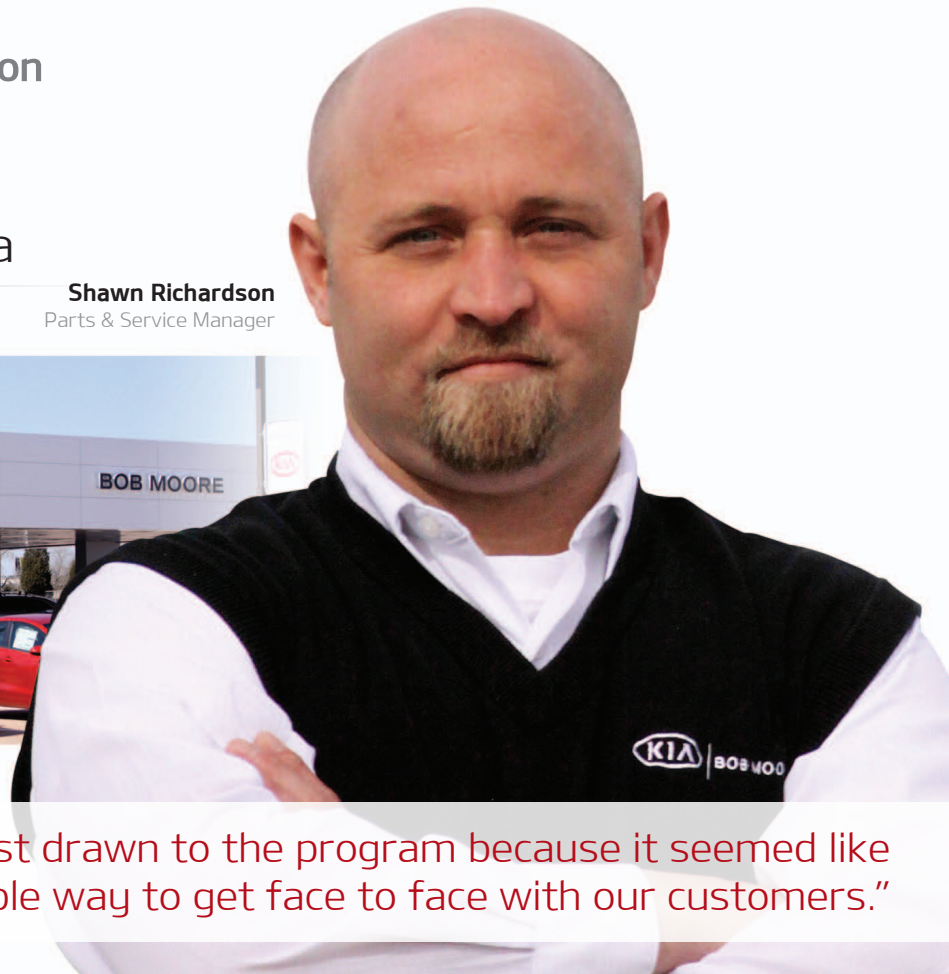


Owner Retention Experience

Dealer Profile • Bob Moore Kia

Oklahoma City, OK

Shawn Richardson
Parts & Service Manager



"I was first drawn to the program because it seemed like a simple way to get face to face with our customers."

A respected and familiar name for as long as most locals can remember, Bob Moore Auto Group has grown to become one of Oklahoma's premier dealerships. Throughout their tenure they have worked to provide the best possible customer experience with top-notch maintenance work and comprehensive new and used car inventory. At Bob Moore the core philosophy is to treat each customer as a member of the family. In 2009, the Bob Moore Auto Group extended their vast vehicle lineup to include the Kia brand.

In February 2011, Bob Moore Kia enrolled in Kia's new fixed operations marketing program, the Kia Owner Retention Experience (KORE). This multi-channel program allows dealers to communicate with customers at the right time, with the right message, and through the right channel. As a result, the KORE Program helps dealers improve service retention, build owner loyalty and increase customer satisfaction.

Shawn Richardson, the Parts & Service Manager at Bob Moore Kia states, "I was first drawn to the program because it seemed like a simple way to get face to face with our customers." Since the introduction of the KORE Program, Bob Moore Kia has been able to raise their service retention from 18.8% in January 2011 to 39% in January 2012!

Before enrolling in the KORE Program, Bob Moore Kia was doing all fixed ops marketing in house, but soon realized they needed help. "Our appointment show ratio was awful because no one was consistently contacting customers to remind them of their appointments," explains Richardson. He continues, "If we had 30 appointments on a given day, 10 would show up." The KORE Program has helped Bob Moore Kia to significantly increase its owner loyalty with 58.1% of customers completing two or more service visits in the past four months. According to Kia Motors America, a loyal customer is defined as a customer who has completed one or more consecutive customer pay visits within the last 12 months.

The Kia Owner Retention Experience delivers essential automated communications throughout the owner lifecycle, including the service thank follow-up. This campaign is sent after the repair order is closed to ensure the customer was satisfied with their service experience. "Throughout the week I will have several customers who call and are appreciative that we took the time to reach out and thank them for their business," remarks Richardson. Thanks in part to communications like this, the team at Bob Moore Kia has been ranked #1 in CSI for the past two months across all Kia dealers.

In addition to the automated communications offered through the KORE Program, marketing campaigns are also produced to help dealers promote seasonal or holiday incentives. In February, Bob Moore Kia delivered a campaign in conjunction with the American Heart Association's Heart Health Month. This campaign reminded customers to have the 'heart' of their vehicle checked and returned 71 ROs for \$19K in additional service revenue. "We received a confirmation from our KORE support team that the text was sent and that morning customers began coming in to redeem the offer," comments Richardson.

All dealers enrolled in the KORE Program are provided a support and consultation team who ensures utilization and maximum program results. "My internal and external support is great, I love it! They know what works and what doesn't work, so I can make better decisions about my customer relationship marketing," explains Richardson. He continues, "They remind me of Santa - I make my wishlist, go to bed and in the morning my marketing campaign is ready for use."

Richardson is not the only one at Bob Moore Kia that is enjoying the benefits of the KORE Program; his service team no longer has the chore of reminding customers of their appointment or following up with them after their appointments. "CSI scores are based on how the customer felt they were treated by our service team and the follow-up we provide. Now that the KORE program does all the follow-up for them, they are free to concentrate on taking care of the customers," comments Richardson.

In closing Richardson states, "The experience I have had with fixed operations marketing has been much like Thomas Edison's famous quote: 'I have not failed, I've just found 10,000 ways that won't work.' But I found one way that does, the Kia Owner Retention Experience."

