



Owner Retention Experience

Dealer Profile • Myrtle Beach Kia

Myrtle Beach, SC

Wesley Gibson
Service Director



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In today's world, words like "quality" and "trust" get thrown around like yesterday's newspaper. The team at Myrtle Beach Kia believes integrity and providing customers good value for their hard-earned money. "We uphold the philosophy of providing the best service possible to our customers, whether it's giving them a ride to work or helping them understand their vehicle's maintenance," comments Wesley Gibson, Service Director.

The Kia Owner Retention Experience (KORE) Program launched in January 2011 and offers dealers the ability to send automated voice, email, text and direct mail communications to their customers. Myrtle Beach Kia signed up for the new Kia service reminder program in June and has already begun to reap the rewards of the program. "Believe it or not, our service retention numbers are up 148% over last year," remarks Gibson. The team at Myrtle Beach Kia has come a long way with service gross reaching \$37K per month in 2011, which is considerably improved from last year's \$15K per month.

In addition to multi-channel marketing solutions, every dealer who signs up for the KORE Program receives a personalized web page (PURL) for its customers. PURLs provide consumers the ability to track their vehicle's service history, view recommended maintenance and receive service offers. "When I first learned about the PURL I was tickled to death! The customers love it: I have received tons of positive feedback," exclaims Gibson.

Gibson was first drawn to the KORE Program because of its partnership with OneCommand and the outstanding reputation of its internal and field support staff. "I can't live without the program or the support team. I have tried plenty of other vendors, but I refuse to go with anyone else," comments Gibson. He continues, "I never have time to think about my marketing and with the KORE Program, I simply call my support team, let them know what type of campaign I want to run and they handle the rest."

The Myrtle Beach Kia team demonstrated the ease of campaign execution when they reached out to customers to provide travel safety tips for the 4th of July. "Great return on investment, our business was a little slow and after this campaign was launched customers flooded in," remembers Gibson. This campaign reached 2,162 customers and returned 81 ROs for \$11K in service revenue and 3 vehicle sales.

The increase in traffic is always welcomed at Myrtle Beach Kia, but revenue isn't the only area of their business that has improved since adopting the KORE Program. "Our appointment show ratios are 100%! Customers sometimes have to re-schedule, but now they are calling to inform us of their appointment conflict," comments Gibson. Voice and email appointment reminders are sent to every customer before their scheduled service appointment.

Loyalty and retention are key buzzwords in a dealer's vocabulary, and thanks to the KORE Program, Myrtle Beach Kia has seen significant improvements in each since enrolling. Gibson comments, "people simply forget about their vehicle's routine maintenance and the program helps remind them what will keep their Kia running like new. Our loyalty and retention is on the rise since the introduction of the KORE program."

The sudden increase in service frequency at Myrtle Beach Kia also has increased the Service Department's workload. "My guys were complaining that they were amazed with how well the program worked and that there was too much work to be done," remarks Gibson. He continues, "But I will take that complaint any day!"

In closing, Gibson reflects on the KORE Program overall, "It works! It brings customers to the door and allows my team to do the rest."

