



Owner Retention Experience

Dealer Profile • Pye Kia

Dalton, GA

David Rosenfeld
Service Manager



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On the outskirts of Dalton Georgia sits Pye Kia, an automotive dealership focused on providing each customer with an exceptional ownership experience. At the beginning of 2011, the service team at Pye Kia needed a more efficient way to provide consistent, timely follow-up with each customer. Pye Kia sought the help of the Kia Owner Retention Experience (KORE) Program, which offers Kia dealers a turn-key multi-channel fixed operations marketing solution. Using the technology of the KORE Program, automated, intuitive communications are delivered to the right customer, at the right time. Since the Program's introduction, enrolled dealers have seen significant increases in customer satisfaction, re-visit frequency and owner loyalty.

"The Kia Owner Retention Experience offers multiple follow-up and reminder communications, so Pye Kia can keep in constant contact with our customers," describes David Rosenfeld, Service Manager at Pye Kia. He continues, "Before we enrolled in the KORE Program, our staff was tasked with completing all follow-up calls manually. We knew the calls our staff were making were not consistent or timely and we needed to find a better solution."

Each dealer enrolled in the Kia Owner Retention Experience receives a series of relationship building communications via automated voice, email and text message. In addition to these turn-key campaigns, each enrolled dealer can also execute a quarterly ad-hoc communication that is either seasonally focused or promotes one-time offers. Pye Kia has found great success in communicating service promotions via text messaging. In July, they returned 18 appointments almost instantly after their discount oil change text message was sent to customers. "I like to use text messaging to attract service traffic when business is slow," states Rosenfeld. This quick and easy text campaign returned \$1,588 in service revenue. Since enrolling in the KORE Program, Pye Kia has been able to reduce its marketing spend and discontinue the use of costly, traditional media.

"We no longer use any other customer marketing vendors, only the Kia Owner Retention Experience," states Rosenfeld. The KORE Program also provides enrolled dealers with quarterly, seasonal and multi-dealer marketing initiatives that are sponsored by KMA. In the summer of 2012, dealers in Kia's southern region had the opportunity to participate in a multi-dealer direct mail campaign, which targeted owners who hadn't been in for service in 2+ years. In addition to the offers promoted by the KMA, the KORE Program also provides dealers supporting marketing materials, such as emails, voice scripts, and direct mail pieces. Pye Kia took advantage of this year's summer materials and returned 21 ROs for \$1,986 in service revenue.

The Kia Owner Retention Experience also provides each dealer with a dedicated support professional, who is knowledgeable on the dealer's market, shares Best Practices and ensures the dealer's goals are being achieved. Rosenfeld comments about his KORE representative, "My rep is fantastic! He always has new ideas for me every time I see him. Hands down, the best rep I have ever had."

The entire service team at Pye Kia is excited about the KORE Program, "My staff is completely on board with the KORE Program! It allows them to spend more time focusing on customers and their fixed operation's needs," states Rosenfeld.

For Kia dealers who have not enrolled in the Kia Owner Retention Experience, Rosenfeld remarks, "It is a no brainer! If you enroll and follow the program as it is laid out, it is an incredibly valuable tool. Plus, if you ever need assistance there is always someone there to help. Don't miss out on this fantastic opportunity to increase customer retention and revenue."

