

product / solution: **onecommand** data segmentation

- Voice Messaging
- Text Messaging
- Email Marketing
- Targeted Mail – RPM
- Call Capture & Return
- Data Enhancement
- Data Integration
- Data Segmentation**
- Live Chat
- Loyalty Programs
- Online Scheduler
- Personal Web Page (PURL)
- Preference Manager
- Web Return

OneCommand's **Data Segmentation** allows for the analysis of your database to help you communicate with your customers based on their unique spending habits. Customers are broken down into 4 distinct categories.

Platinum: These are customers who tend to visit your dealership for their major and minor service needs. They are your most loyal customers, and there is no need to offer discounts; they simply need to be reminded when they are due for service.

Gold: These are your major service customers. They have major work performed at your dealership, but go elsewhere for their minor services. For these customers, offer discounts for the minor services and you may choose not to include discounts on their major service items.

Silver: These customers tend to be your newer car owners. Silver customers can be marketed to through promotion of every day low price and up selling additional items.

Bronze: These are your "bargain hunters" who are looking for coupons and discounts. By offering heavy incentives they can be solicited into a single action.

