

product / solution: loyalty programs

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

“In today’s market, you have to work to keep your customers. Our loyalty programs are an essential component for increasing service business and driving repeat sales.”

Jim Gill
President
Chesrown Dealer Group

OneCommand’s **Loyalty Programs** offer the ability to dramatically increase the number of current customers that return to the dealership for service, and ultimately, repeat purchases. A few simple enhancements to the way in which the customer is made to feel valued can truly go a long way in building a longer, more profitable relationship.

Only 11% of buyers return to their original dealership of purchase for ongoing and regularly scheduled maintenance. Of that 11%, 72% will eventually re-purchase from that same dealership. That means at the average dealership, 89% of buyers will never return and never buy again. How can you decrease that number and increase the percentage of loyal customers that will re-purchase in the future?

*Sources include NADA, Cap Gemini, CNW

What You Can Expect:

- o A Significant Improvement in Owner Loyalty & Retention
- o Increased Sales & Service Activity from Current Customers
- o Customers Excited to Earn Points & Receive Discounts
- o VIP Treatment in the Service Lanes
- o On-Hold Messaging to Promote the Program
- o Email & Voice Campaigns to Announce the Program
- o Stickers on Repair Orders
- o Program Cards & Key Tags
- o Banners & Posters