

product / solution: personal web pages (PURLs)



Benefits of PURL:

Empower Customers

Using their PURL, customers have the power to identify and relay their communication preferences. Recognizing and respecting those indications will not only lead to more satisfied, informed and loyal customers, but also greater message effectiveness and response.

Increase Owner Loyalty

Offering a central location where customers can access exclusive discounts and track key vehicle information will extend your brand long after the sale. Customers tied to your dealership through their personal portal will be significantly more likely to return for their sales and service needs.

Increase Service Frequency

Featuring special discounts and coupons on your customers' web pages will make them feel special and valued. The reward for your dealership will come in the form of increased service traffic and revenue.

Leverage Ease of Use

Today's consumer spends an ever-increasing amount of time online, making this channel one of the most effective ways to relay information. Surfing the web is already part of their daily activities, so accessing their PURL couldn't be more convenient. PURLs can be navigated with a few simple clicks of the mouse.

OneCommand's Personal Web Pages (PURLs)

help your dealership to maintain the personal relationship you worked hard to establish at the time of purchase. Using their personal web pages, your customers can elect their communication preferences with regards to sales and service messaging they'll receive from your dealership. Communicating via the customer's preferred channel is an essential component to building and maintaining customer relationships.

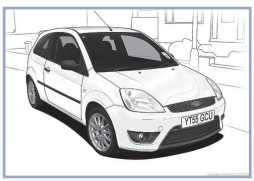
Customers can also track multiple vehicle records and view recommended maintenance schedules, service history and recall information. They can access the online service scheduler to book their needed service appointments. Customers who utilize their personal web pages can receive valuable discounts and rewards all in one convenient location – perfect for enticing them to do business with your dealership in the future.

Convenient and Simple Vehicle Maintenance

Customers can track vehicle history, including performed and recommended services. Using PURL, Relationship Management has never been easier!

ABC AutoWorld
Recommended Maintenance Schedule

Good Morning, John Newton



The mileage on your 2009 Vehicle is currently:
2,240

Date	Service
10/21/2009	3,000 Mile or 3 Month Service
01/21/2010	6,000 Mile or 6 Month Service
07/21/2010	12,000 Mile or 12 Month Service
10/21/2010	15,000 Mile or 15 Month Service
01/21/2011	18,000 Mile or 18 Month Service

For a complete schedule of recommended maintenance, [click here](#)