



Keep Your Customers Coming Back

Parts and Service Solutions

U.S.

Increase return service business, generate greater profits, and measure return on investment with a proven, comprehensive, service reminder program.

Better Communication, Greater Returns

Return service work is one of the greatest sources of revenue in dealerships. You can capture more return service business with ReminderTRAX, a service retention program tailored to meet your needs. The ReminderTRAX system helps you easily communicate with customers at critical touch points and evaluate the results. Communications include:

- **Welcome Letters** – Introduce the amenities of your service department to new and used car buyers, and new service customers.
- **Service Reminders** – Interval-based reminders, set-up to follow your schedule.
- **Recommended Services** – Follow-up with customers who decline the work your advisors have recommended.

Plus, each month you'll receive a Return on Investment (ROI) Report, so you'll know what impact your investment is making.

ReminderTRAX[®] Service Retention Program

ReminderTRAX Samples



Service Reminder Letter



Service Reminder Postcard



ReminderTRAX®
Service Retention Program

Customer Appreciation Discount

Repairs totalling between
 \$100⁰⁰ - \$299⁹⁹
 \$300⁰⁰ & over

Must bring in this letter
 Valid at Metro Motors
 DAYS FROM DATE OF SERVICE

METRO MOTORS
 321 Address Blvd.
 City Town, ST 00000
 555-555-5555
 www.dealership.com

ReminderTRAX Customer
 123 Main Street
 City Town, ST 00000

January 2009
 VIN #: ABCDE1234567890101
 Last Maintenance Service: DATE
 Last Maintenance Mileage: 61245
 Estimated Mileage: 61245

Dear ReminderTRAX Customer,

Thank you for your recent visit to our service department to have your 2002 Chevrolet Silverado serviced. It is our responsibility to keep you informed of anything that may need attention or additional service. To ensure the safety and reliability of your vehicle, our technicians noted that your vehicle needs the following:

RECOMMENDATIONS

- ***FOUR CYLINDER TUNE-UP
- ***AIR AND FUEL INDUCTION SERVICE
- ***BRAKE INSPECTION SERVICE
- ***TRANSMISSION FLUID FLUSH
- ***30,000 MILE SERVICES
- ***MOTOR VAC INDUCTION SERVICE
- ***MACHINE PLUG (LEAK)

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- ***MACHINE PLUG (LEAK)
- ***TRANSMISSION PAN (LEAK)

Bonus Bucks

You Spend	You Save	You Spend	You Save
\$100 - \$999.99	\$5.00	\$400 - \$499.99	\$40.00
\$1000 - \$1999.99	\$10.00	\$500 - \$599.99	\$50.00
\$2000 - \$2999.99	\$20.00	\$600 - \$699.99	\$60.00
\$3000 - \$3999.99	\$30.00	\$700 - MORE	\$70.00

SEE BACK PAGE FOR ADDITIONAL SAVINGS

Recommended Service Letter

ReminderTRAX Highlights:

Designed to Promote Your Brand

- Promote your brand image with letters and reminders designed by our professional graphics team. Mailings can be customized to feature logos, images of your dealership, local landmarks, seasonal themes, and even dealership personnel.
- Increase your sales opportunities by printing a service maintenance menu, maintenance service history, or benefits of your service department on letters.
- Choose any combination of formats, including one-sided or two-sided letters, small postcards, or large postcards.

Reach the Right Audience

- Target new car owners and used car owners with separate programs at varying service intervals.
- Reach the right customers by sending mail only in your specified ZIP code radius and "active" date range.
- Set your own parameters for how many reminders you would like a customer to receive before they are flagged inactive.

Steady Flow of Business

- Reduce peaks and valleys in the service drive with scheduled letters and postcards mailed at a minimum of **twice a week**.

Don't Let Service Go Undone

ReminderTRAX makes it easy to follow-up quickly and effectively on the service recommendations your advisors give to customers.

- Recommendations provided on the repair order are proofread, edited, and mailed to customers 14 days after their service visit.
- Through online reporting, you can easily identify which advisors are including recommended services on repair orders, and which are not.

With an 87:1 average return on investment, recommended service letters from ReminderTRAX can deliver a powerful new revenue source to your business.*

"We've always been on a reminder program and with our alliance with Reynolds and Reynolds, it just made sense to go with Reynolds' ReminderTRAX program. The continued contact with being in front of the customer in a timely fashion; ReminderTRAX takes the burden off of the customer to remember to come in. Thank you for what you do."

Scott Woodworth, Fixed Operations Manager
Performance Toyota of La Vista

*Based on 2008 ReminderTRAX sales.

Executive Summary Report

August - 2008

	Current Month	Previous Month
Total Sales From Letters		
Sales Generated From Customers who returned vehicles	\$97,877.21	\$82,163.47
Sales Generated including warranty	\$26,549.88	\$24,947.47
Cost of Service Reminder Program	\$1,173.91	\$1,221.81
Return on Investment	81.1	88.1
Return on Investment with warranty	79.1	79.1
Response Rate from Letters		
Number of letters sent out during the month	1,254	1,300
Number of customers responding to letters	224	240
Number of customers responding to letters including warranty	24	30
Response Rate	25%	23%
Response Rate with warranty	28%	28%

The "Cost of Service Reminder Program" and for "Service Reminder Letter Activity" may differ from your billing invoice.

	Current Month	Previous Month
Service Reminder Letter Activity		
Service Welcome	47	62
First Service Reminder	954	906
Second Service Reminder	76	97
Service Inquiry	158	155
Recommended Service	83	180
TOTAL	1,254	1,300

ROI Reporting
Examples

Customer Response Rate and ROI

August - 2008

Action Type	Letters Sent This Month	Response After Letter	Response After Phone Call	Total Responses Generated	Response Ratio	Sales Generated	Sales Per Response
Service Welcome	47	6	0	6	6.33%	\$1,217.67	\$204.47
FIRST Service Reminder	954	270	0	270	28.31%	\$86,426.43	\$319.89
Second Service Reminder	76	6	0	6	7.89%	\$2,045.28	\$337.53
Service Inquiry	158	14	0	14	8.86%	\$1,488.50	\$106.31
Recommended Service	83	18	0	18	41.33%	18,470.18	\$1026.69
Total	1,254	214	0	214	25.84%	\$97,877.21	\$456.17

The sales amounts on this report reflect only to customers who have received a notice of maintenance and have subsequently come in for service.

Know Where You Stand

Discover how well your marketing dollars are working for you with comprehensive, online ROI reporting. ReminderTRAX Online Reporting provides an accurate picture of your customer retention statistics and clearly communicates your ROI each month.

You can see how many reminders were sent, how many customers responded, and the value of those responses in both summary and detailed formats. Ask your Reynolds Document Consultant for a demonstration of the robust ROI reporting available.

Smart Investment

Expert strategy and dynamic graphic design can help drive your service profits, and comprehensive online reporting provides the data you need to better manage your business. Capitalize on profit-generating opportunities by staying in the mind of your customers with ReminderTRAX.

Direct to Your Customers

Supplement your customer communications for greater impact with practically no effort. Reynolds' Direct Mail services help you deliver the most effective communications to your customers, from custom designs to list purchases. Direct Mail can deliver the custom communications you need for:

- Seasonal specials.
- Customer appreciation campaigns.
- Service clinics.
- And more!

*Approximately 33% of customers start using a non-dealership facility for vehicle service after the first year of ownership. By year five, over 50% are using independent shops, mainly due to strong relationships and trust developed with customers.***

***J.D. Power and Associates Reports*



For more information about ReminderTRAX, please contact your Reynolds Document Consultant, call 800.344.0996, or e-mail IDS_Mktg@reyrey.com.



ReminderTRAX®
Service Retention Program