

One-to-One Marketing that Sells



Intelligent Forms Printing

Ask Yourself...

- ? Am I losing sales opportunities or repeat business by not marketing on the service drive?
- ? Is my marketing going straight to the trash because it's not relevant to the customer?
- ? Am I missing new-vehicle leads on my service drive?
- ? How many extended warranty sales am I losing by not targeting customers with expiring warranties?

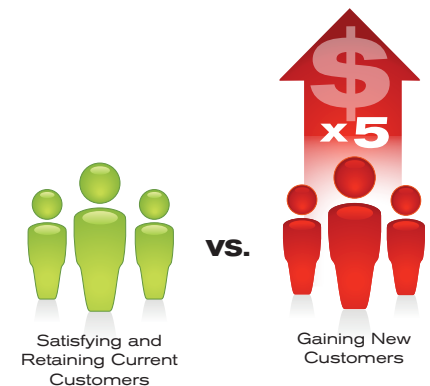
Progressive digital service marketing tools that deliver highly personalized service messaging can yield a 13 to 20 percent rate of return.¹

Expect Results

- Increase selling opportunities for additional repairs, parts, and accessories through coupons.
- Increase sales leads with lead sheets to the sales department.
- Improve efficiency with hang tags and key tags.
- Boost CSI scores with postcards, follow-up letters, and customized coupons.
- Increase customer retention by creating a service rewards program for repeat customers.

¹ Jeff Stephens, President of MLS
² Forrester Research

How Are You Retaining Your Current Customers?



Gaining new customers can cost 5 times more than satisfying and retaining current customers.²

About Intelligent Forms Printing

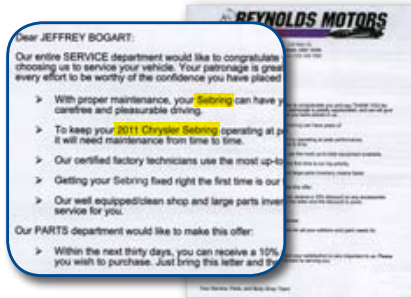
Master one-to-one marketing with this complete laser print solution that uses customer-specific vehicle data to trigger sales and F&I leads, service coupons, service rewards, hang tags, and customer letters.



Feature on the bottom of Service Invoices.



Trigger coupons by vehicle service history or by seasons.



Automatically personalize letters with customer and vehicle history.



Print at the bottom of Service ROs for an easy match.



Trigger Sales Lead sheets to print automatically in the showroom.



Trigger coupons by vehicle mileage.

“Over the last two years our effective labor rate has increased by \$11.00 and our hours per RO have increased one hour! The personalized coupons help us better promote and upsell our services. Overall, we have seen a 15% increase in our revenues.”

Bill Edwards, Fixed Operations Director
Santa Paula Chevrolet

Highlights

- Over 100 coupon templates and an endless array of customizable coupons.
- Quickly identify vehicles with hang tag and key tags attached to the RO.
- Over 50 trigger criteria activate internal and external messaging:
 - Alert sales team of warm leads currently in the service drive.
 - Automatically create Thank You letters for first-time service customers.
 - Trigger coupons to customers based on mileage and history.
 - Personalize coupons with customer name.

Automate your marketing activities in the service and parts departments and give each customer a more personalized experience with Intelligent Forms Printing.

