



**AMPD** CRM

# Automated Marketing Programmes for Dealers

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Motorcentral® AMPD CRM automatically generates and sends emails, SMS messages and letters to your customers so you can stay in touch with them until their next vehicle purchase.

 **motorcentral**®

[motorcentral.co.nz/ampd](https://motorcentral.co.nz/ampd)

**AMPD** CRM

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# AMPD CRM Plan

## Touchpoints

- ✓ **Automatic marketing** to your customer base via email, SMS & posted mail
- ✓ **Consistent & regular touchpoints** over entire customer lifecycle
- ✓ **Personal & branded** messages
- ✓ **Automatically tries alternative communication** method if unable to send via preferred method
- ✓ **Enhance your standard in-house follow up** procedures



## Customer retention made easy.

Attracting new customers can be expensive when compared to asking existing customers to buy from you again. Your existing customers already know about you, how great you are and have built trust in you and your team.

Keeping in touch regularly and reminding them that you, their trusted vehicle provider, are ready to help when they are ready to purchase again, can significantly increase your chances of selling them their next vehicle.

Managing the retention of your current customer base is an important component of any successful repeat business model. AMPD CRM helps manage the process with consistent touchpoints over the entire customer life cycle.

## The importance of pre-sale follow up

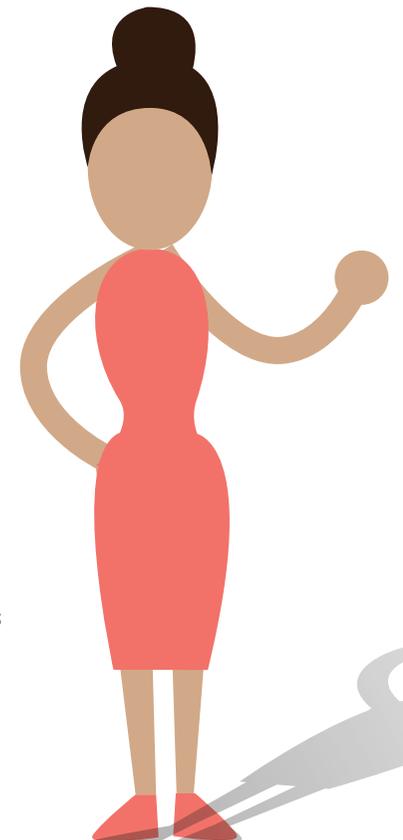
Customer retention begins right from the moment a new customer makes contact.

Every month dealerships have many prospective customers that make contact, enquire, go for a test drive - but don't end up purchasing.

If you could recover just a fraction of these lost opportunities and turn them into wins, imagine the difference that might make to your bottom line.

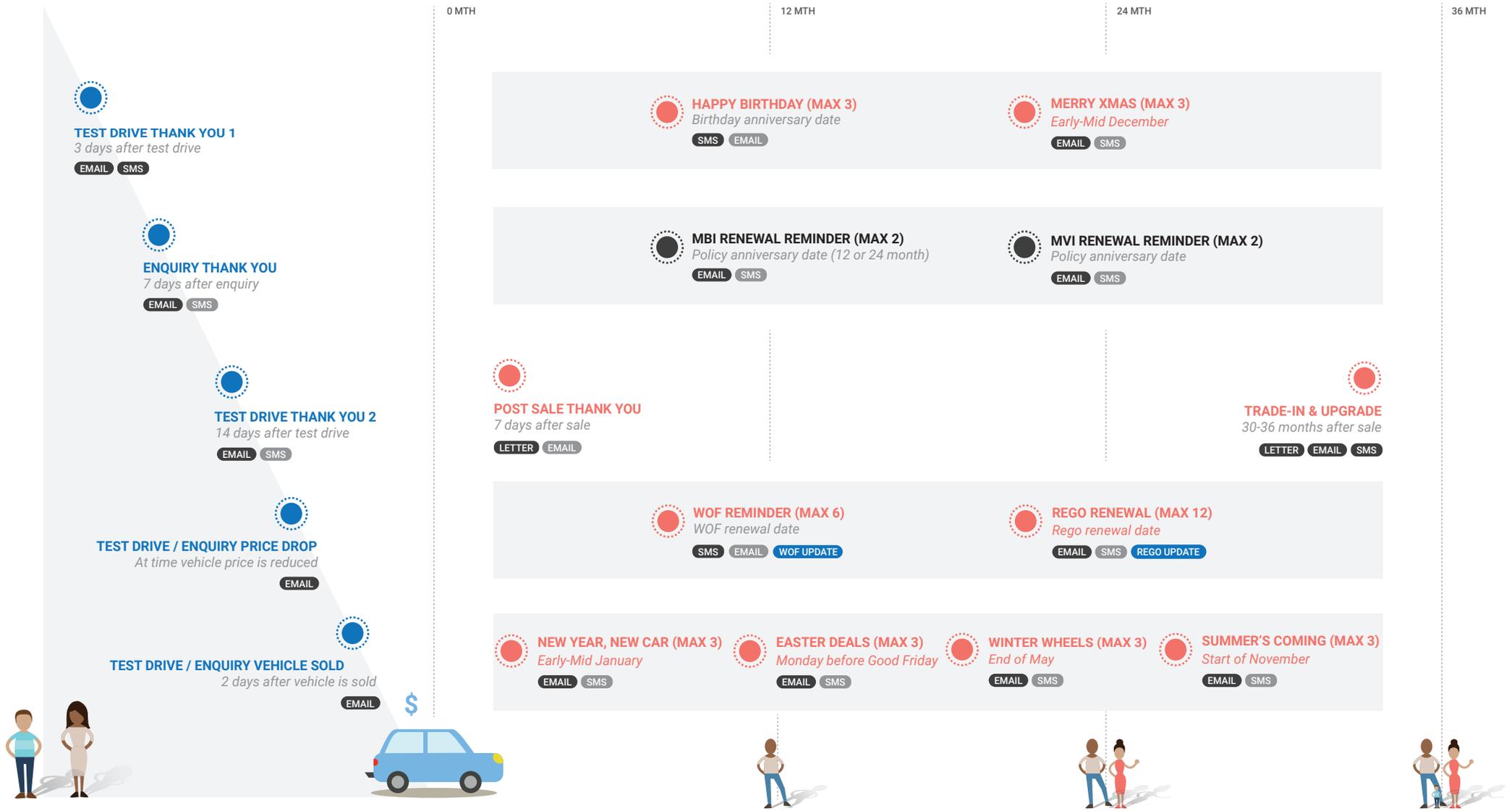
The good news is a simple follow-up communication plan can have a major impact on your pre-sale conversions.

Motorcentral AMPD CRM has been designed to automatically follow up with your prospects without you needing to lift a finger, and enables you to maintain a relationship with your customer, so you can maximise the opportunities being presented to your dealership.



# All Touchpoints

Choose which touchpoints you would like your own unique plan to have and we'll do the rest.



PRESALE

POSTSALE

Note: Charges for AMPD CRM setup and communication touchpoints apply. Please contact your Motorcentral representative for further information.

# Template Samples

A big Happy Birthday Daniel!

From all your friends at Acme Cars we hope you have a fantastic day!

ACME CARS LTD

Thank you for choosing us

Dear Daniel,

The team here at Acme Cars just wanted to say thanks again for purchasing your new 2010 Nissan Flyer from us.

We appreciate your decision to purchase specifically from our dealership and hope we have exceeded your expectations in both customer service and delivery.

We do pride ourselves on taking care of our customers and we'd like to assist you with your latest purchase as much as possible. From time to time, we'll send you helpful reminders as well as other useful information related to your vehicle, all in an effort to ensure you have the best experience you can with your new vehicle and Acme Cars.

Our business and reputation is built on great customer service and because of

Messages 235 Details

Today 10:17 AM

Thanks for visiting Acme Cars recently. If there's anything we can do to assist you further, please just let us know.  
Txt STOP to unsubscribe

Delivered

iMessage

I I'm but

Your WOF is about to expire

Daniel, just a friendly reminder that the Warrant of Fitness on your Nissan Flyer (xxxx) is due to expire soon.

Please feel free to contact our helpful Service Department using the details below to arrange an inspection that is convenient for you.

My Workshop Name  
34 Albert Road, New Lynn, Auckland  
0800 Workshop

ACME CARS LTD

Price drop! Don't miss out

Dear Daniel,

Great news! Our 2010 Nissan Flyer (the one you recently test drove) has just had its price reduced. It's now \$5,000 - a saving of \$2,000 on its previous price.

If you're interested in this vehicle at its new pricing, please give our friendly team a call on 0800 123 456 or reply to

2010 Nissan Flyer

ACME CARS LTD

Thanks for touching base

Dear Daniel,

The team here just wanted to say thanks again for your recent enquiry on our 2010 Nissan Flyer

We recognise there are many options and considerations to be made when purchasing your next vehicle, so if there is anything we can do to help make this process easier, better informed or more enjoyable for you, please do not

2010 Nissan Flyer  
[View online](#)

# Trade In & Upgrade

John Doe  
123 West S Rd  
Northridge  
Whangarei 1130  
New Zealand

Wednesday, April 1, 2016

Dear John:

We are excited to be able to offer you the opportunity to trade-in your current vehicle and drive away with a newer, later model vehicle.

In fact, we have a wide range of vehicles to choose from to suit any budget, including this one which we've handpicked for you.

Had a change in circumstance or lifestyle and look upgrade to something else? Let us know. Our large selection covers most customer requests, but we are more than happy to source you something outside our stock, if we don't quite have what you're after.

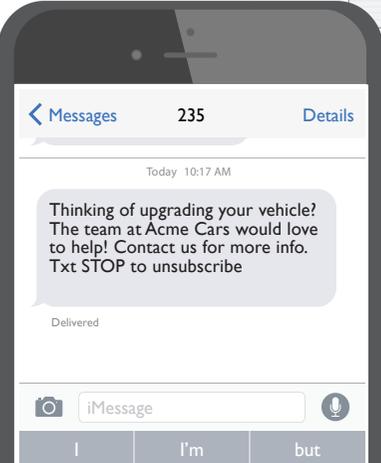
The team at Acme Cars would love to help! Contact us for more info. Txt STOP to unsubscribe

PS: We would love to hear from you. Please



Level 2  
12 Hazeldean Rd  
Addington  
Christchurch 8025  
New Zealand







**Trade in and upgrade your vehicle today!**



✓ **Pinnacle communication piece** of customer life cycle

✓ Sent as **email, SMS & posted letter**

✓ **Automatically suggests** up to 3 vehicles in stock as possible trade ups



✓ **Message changes** depending on whether customer purchased using finance previously

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