

## AMPD»CRM Automated Marketing Programmes for Dealers

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.



## **AMPD CRM Plan** Touchpoints



motorcentral\*

 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 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

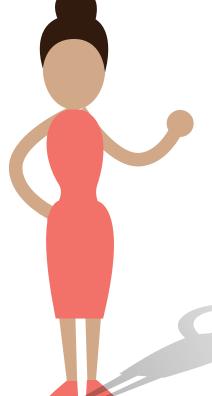
Customer retention begins right from the moment a new customer makes contact.

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

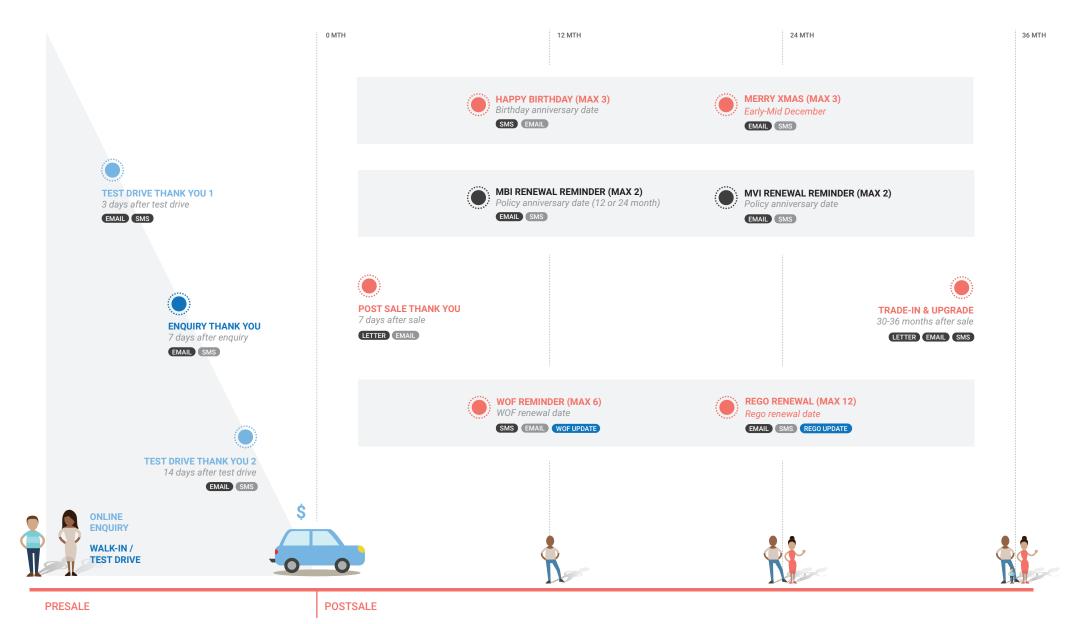
If you could recover just a fraction of these lost opportunities and turn them into wins, imagine the difference that might make to your bottom line.

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..

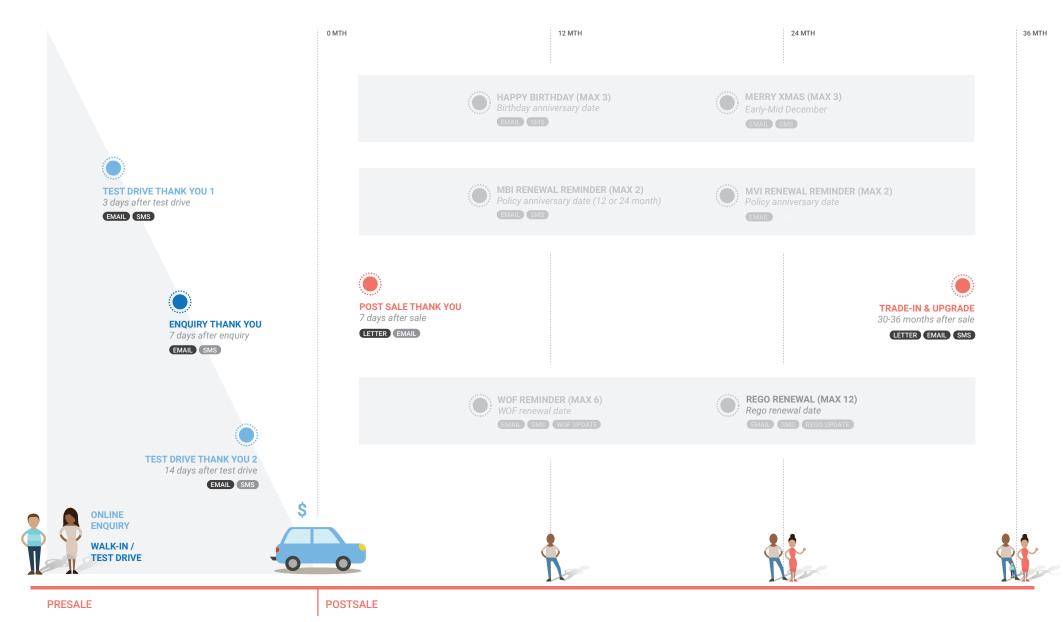


## Professional Plan Touchpoints



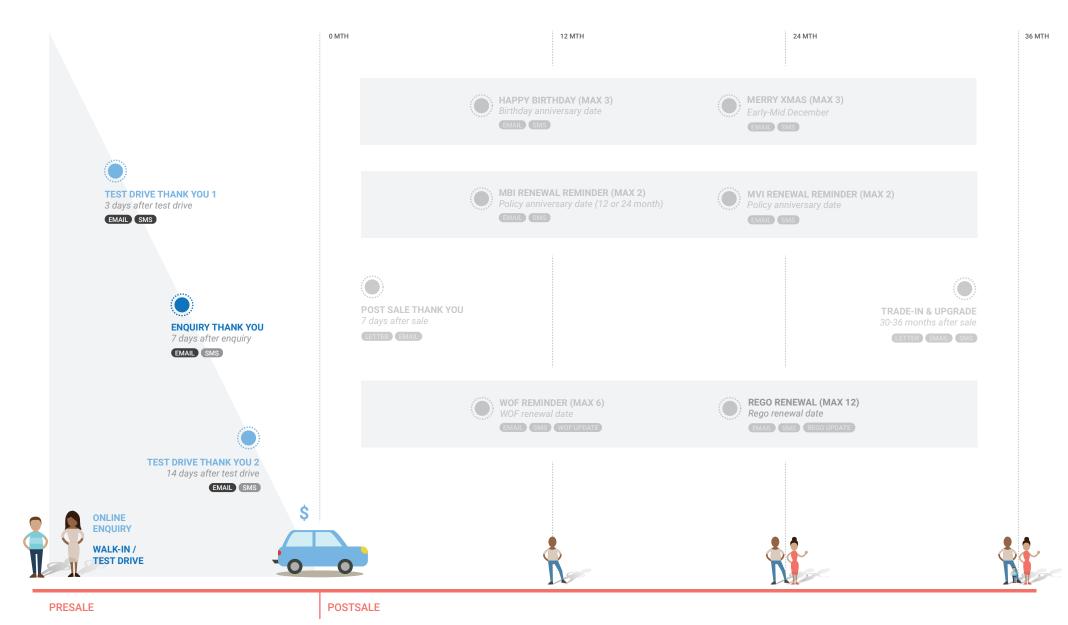
Note: Charges for AMPD CRM setup and communication touchpoints apply. Please contact your Motorcentral representative for further information.

## Essentials Plan Touchpoints



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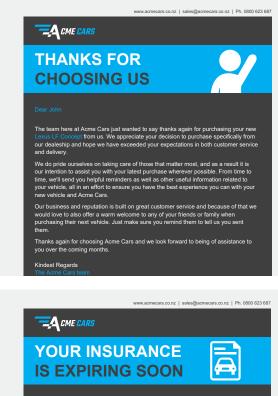
## Pre-Sale Plan Touchpoints



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## Template Samples





Dear Jo

We just wanted to let you know that your Autosure Mechanical Breakdown Insurance policy is due to expire soon. The great news is that you can easily extend your protection for another 12.24 or 38 months just by contacting us today.

Mechanical Breakdown Insurance can cover the cost to repair mechanical or electrical parts in your vehicle that may fail or break.

If you're interested in extending your existing Mechanical Breakdown Insurance policy, please just call us on 0600 623 687 or send us an email at sales@acmecars.co.nz and we'l take care of the rest.

Kindest Regards

We really appreciate customer feedback & suggestions to help us improve our customer's experiences. If you have any suggestions or comments about the service you received while visiting us last, we'd love to hear from you. Simply email us at <u>alles@secure.com</u> or our lue on <u>@B002678</u> for let us know.





# WWW.actimecans.co.nz | bities@actimecans.co.nz | Ph. 6800 623 687

Dear John



PS. Occasionally the information we store about our customers can become outdated or incorrect If you no longer own this vehicle or your contact details have changed, please just let us know and we'll update our records accordingly.

We really appreciate customer feedback & suggestions to help us improve our customer's experiences. If you have any suggestions or comments about the service you received while visiting us last, we'd love to hear from you. Simply email us at <u>sates@acmecars.co.rc</u> or call us on <u>0800 622 687</u> to let us know.

#### Trade In & Upgrade CME CARS **Pinnacle communication** John Doe Level 2 **piece** of customer life cycle 123 West S Rd 12 Hazeldean Rd Northridge Addington Whangarei 1130 Christchurch 8025 New Zealand Sent as email, SMS & New Zealand posted letter Wednesday, April 1, 2016 Automatically suggests up Dear John: to 3 vehicles in stock as We are excited to be able to offer you the opportunity to possible trade ups 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 2012 BMW Vision 1996 Ford Indigo handpicked for you. EfficientDynamics Concept T Had a change in circumstance or lifestyle and look Send Attach Address Fonts Colors Save As Draft \$9,000 POA upgrade to something else? Let us know. Our To: john@hotmail.com large selection covers most customer requests, bu be more than happy to source you something outs From: sales@acmecars.co.nz our stock, if we don't quite have what you're after. Message changes Subject: Trade-in & upgrade your vehicle today John! Account: The te depending on whether our cu www.acmecars.co.nz | sales@acmecars.co.nz | Ph. 0800 623 687 customer purchased using To tak **K** Messages 235 Details CME CARS sales finance previously Today 10:17 AM **TRADE IN &** Thinking of upgrading your vehicle? **UPGRADE YOUR** Kindes The team at Acme Cars would love to help! Contact us for more info. **VEHICLE TODAY** Your f Txt STOP to unsubscribe Delivered PS: We Please We are excited to be able to offer you the Note: Charges for AMPD CRM setup and communication touchpoints apply. Please contact your opportunity to trade-in your current vehicle 0 Motorcentral representative for further information. Ο I and drive away with a newer, later model

vehicle

In fact, we have a wide range of vehicles to