

# Taking back control of the customer relationship to build more loyalty

## What helps to create lifelong, loyal customers?

Receiving regular and relevant contact from you leads to happier and more loyal customers. This timely and personalised contact, known as customer lifecycle communications, is essential in building profitable customer relationships.

## Who is responsible for this managing customer communications within your dealership?

Left to individual sales consultants or service advisors to do, it is unlikely to happen as they are already too busy. Alternatively outsourcing customer campaigns to marketing agencies to manage also comes with some integration, control and cost challenges. So the good news is it can all be managed within Autoline Drive. And you don't have to be a marketing guru or have extensive report generator knowledge either to ensure that the right message, at the right time, every time is delivered to your customers.

## Automating customer lifecycle communication

A significant resource and cost saving can be achieved by setting a series of lifecycle campaigns to run automatically in the background. Campaigns can be automatically triggered, scheduled and sent based on key dates, statuses and data held within Autoline Drive.



\*According Collect <http://loyalty.collectapps.io/customer-loyalty-guide>

## 8 ways how Autoline Drive helps you manage lifecycle communications to improve loyalty:

1

### Planning calendar

- Enter customer communications and campaigns by department, branch & brand in one place
- Easily exported to excel when needed

### One central view to manage all activity

Easily co-ordinate all your brands' marketing requirements from one central place.

2

### Segmentation wizard

- Create data segments using key data on the customer and record
- Match data against the customer's preferred contact method and unsubscribes

### Quickly get to the data needed

Save time compiling, exporting and matching data manually against 'opt out' lists for campaigns with the easy-to-use data tool.

# 3

## **Campaign creation and templates**

- Build and set up your lifecycle campaign series
- Use ready-to-go campaign templates (service, MOT, VHC follow up, seasonal campaigns, thanks for visiting, customer visit feedback)
- Set up multi-channel campaign (SMS, Email, Direct Mail & Phone, call list and diary tasks)

## **Reduce marketing agency fees**

Be self-sufficient and run multiple campaigns from the DMS without having to pay agency campaign and management fees.

# 4

## **Campaign scheduler and activation**

- Set the frequency and interval period for your timed campaign series
- Schedule customer emails, SMS and call lists to be automatically sent
- Schedule for direct mail campaigns to be printed and sent.

## **Keep in touch more cost effectively**

Avoid paying high marketing agency transactional costs for the number of customers emailed, texted, mailed, or called.

# 5

## **Automated system updates, follow-ups and actions**

- Activity and campaign outcomes automatically recorded against customer records.

## **Save time coordinating campaigns**

Remove the manual administration of coordinating campaigns, letting the system handle the process for you with automatic updates.

# 6

## **Online customer surveys**

- Create, publish and analyse surveys in minutes  
Multiple question types and a ready-to-go question bank
- Automatically schedule online surveys to be sent via email, SMS or call instead
- Results recorded against CRM record
- Automated alerts to managers for follow up if poor service delivered

## **Know what your customers really think**

Protect your reputation and prevent unhappy customers by receiving feedback about your service in real-time.

# 7

## **Complaint management**

- Automated complaint processes with escalation and deadline manager alerts
- Customisable complaint categories and resolution codes for reporting
- Provide complaint reference numbers

## **Remedy negative customer experiences quicker**

Unlike manual and paper-based complaint processes, complaints are recorded against customer records so that these customers can be treated with extra care.

# 8

## **Integrated and real-time reporting**

- View return on investment reports
- Access campaign KPIs and dashboards
- Drilldown into the details

## **Report on marketing success**

Easily access all results from your DMS to know what is working.