

We're a customer engagement company that takes big data and applies it to big-idea marketing tactics. Everything we do works toward building brand loyalty, getting your customers attention and motivating them to action.

## **Major Results**

\$82:1

Return on marketing for Customer Care program 161%

Lift in service and parts sales

21%

Increase in repurchase rate through 360° customer view

\$875M

Revenue boost from loyalty programs

50K

Cars sold through web leads

## Our Marketing Services Portfolio





### **CHANNELS SUPPORTED**











MOBILE SMS

### End-to-End Automotive Customer Engagement Capabilities

Mediums

### Platforms Invoice Messaging CONCENTRIX





















Finance, Insurance & Fleet Co.s



Independent **Franchises Repair Facilities** 

#### **Marketing Solutions**

Service, Parts and Wholesale Marketing Marketing Analytics

- Predictive Modelling
- Campaign Optimization

**Customer Segmentation** 

OnDemand Marketing

Sales, Service and Wholesale

Lifecvcle CRM - Service Reminder

Lost/Prospect

Marketing Enablement Technology Services Digital Program

Tier 1 - 3

Social Monitoring

#### **Marketing Assistance**

**Telematics** 

- Marketing Department Support
- **Affiliates Rewards**
- Owner Lovalty Programs
- Rebates and Incentives
- Dealer Merchandise
- Mystery Shopping
- Creative Design
- Re-Acquired Vehicles (RAV)
- Warranty audit and contract administration
- Disputes, arbitrage and legal support; Recalls
- Payments (incentives, warranty claims)
- Executive correspondence

#### **Customer Assistance**

- Customer Care: General
- Cross/up-sell.
- Activation, Welcome Product Inquiries
- Loyalty, Rewards Programs
- Fleet
- **Concierge Services**
- Incentive programs
- Account status/changes
- Campaign Management
- Disputes and escalations
- Vehicle Buyback/Repurchase
- Recalls

#### Technical & Warranty Assistance

- **Technical Support** 
  - Level 1-4 Support
- Dealer Support
- Field Support
- Parts Process (Validation, inventory,
- ordering)
- Warranty Claims
- **Diagnostic Services**

#### **Connected Vehicle Solutions**

Connected marketing Driver education

- Connected support (e.g., Driver care, roadside)
- Emergency response

- Vehicle and driver diagnostics and reports
- Subscription and billing management

- After Sales CRM: Prospecting, Reminder
- OnDemand: Sales, Service, Wholesale

- **IOT Based Connected Engagement**
- Consumer Experience
- Re-Acquired Vehicles (RAV)

- Dealer Surveys
- Incentives Claims, Payment & Employee Recognition
- Reward Platform

# Fundamental Intelligence

Our solutions all start on the basis of intelligent communication. We insert an underlying layer of analytic intelligence prior to the delivery of any communication. This intelligence layer provides the proper foundation for future success.



Data Integration



Data Management



**Customer Segmentation** 



**Predictive Modeling** 



Campaign Optimization

