

Building Loyalty Through Continuous Communication

CustomerLink reminders are **customer & vehicle year, make, model & mileage specific**. Since we have access to the manufacturer recommended service schedules and we calculate mileage on each vehicle, we ensure the timely release of service-specific maintenance reminders – exactly the kind of “call-to-action” communications required to deliver results!

Core Business Builders

Factory Maintenance & Oil Change Reminders
& Customer Recovery Mailers

Scheduled Maintenance is the cornerstone for building a successful business today and being in business tomorrow. Annual vehicle revenue is the goal, not today’s invoice. Use these tools to bring your customers in regularly throughout the year.



Loyalty Builders

Thank You, Satisfaction Surveys,
Loyalty Cards, & Holiday Cards

The key to customer development is communication. Communication only works when it is consistent. Use these tools to show your customers you value their business. And keep your customer committed to your service center!



Business Accelerators – Consumer Education

New Customer Acquisition, Customer Referral Cards,
Seasonal Promotions, & Quarterly Newsletters

In business, bringing in new customers is vital. CustomerLink helps you define whom to approach, purchases the mailing list, produces and mails the communications targeting the kind of consumers you want to service. We can help you get referrals from your best customers and we can help educate your customers about the value of maintenance with our newsletters.



CustomerLink's Track Record of RESULTS

On Average, CustomerLink Customers See:

- 22% Response Rate
- \$54 in Revenue For Every \$1 Invested

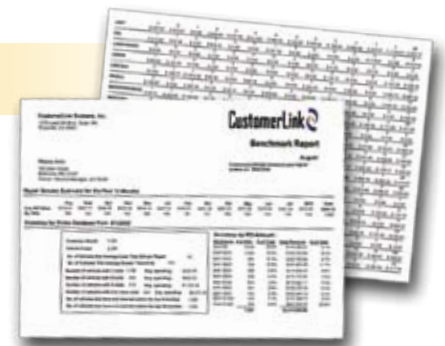
Management Report:

Each month, CustomerLink gives you a report summarizing the number of pieces mailed and your Return on Investment from CustomerLink reminders. You get a recap of the vehicles you serviced that month by Make, Model, Mileage, Age Range, and Zip Code. We'll also show you how many repeat customers returned and how many new customers you serviced.



Benchmark Report:

CustomerLink's Benchmark Report takes a historical look at your business. You'll see a 13-month summary of repair order history, how often you service specific vehicles annually, what vehicle makes you've serviced, and which zip codes are providing most of your business.



WebLink – Secure Online Account Access:

Review account information such as: month-to-date and year-to-date account activity, product settings and selections, database statistics, data load detail, and shop information. You can also view and activate/deactivate customers and vehicles as well as change customer information such as name and address. Maintain a steady flow of profitable business throughout the year by following the marketing calendar provided.



CustomerLink interfaces with over 125 shop management software applications.

Interested in finding out more?

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CustomerLink
Full Service Repeat Customers For Life