

GM's Auto Point Plus-Up Program

The importance of customer loyalty and retention has become a critical factor for GM dealers to increase their overall profitability. Going beyond the core CSSR program which only targets on-make customers with vehicles 0-5 years old, GM's Auto Point Plus-Up Program helps you to capitalize on one of your most profitable customer segments; in-make owners whose vehicles are older than five years as well as visiting service customers.



Specifically designed for GM Dealers, Auto Point's Plus-Up Program provides superior customer communications that:

- Increase frequency of maintenance visits & gain more per-vehicle revenue.
- Increase vehicle repurchase by strengthening your customer relationships and targeted sales campaigns such as in-equity customers, expiring lease customers, and more.

Highlighted Benefits GM Dealers are Receiving from Auto Point's Program

- Increase frequency of service visits. On average, Auto Point increases per vehicles visits by 1/2 a visit annually. For example, if you have 1,000 customers in your database and your average RO is \$100; our program can boost your annual service revenues by \$50,000 annually.
- Re-capture lost customers through targeted marketing campaigns specifically designed to re-engage your lost customers. On average, our dealer clients are receiving a 7-to-1 program ROI from these targeted campaigns.
- Gain more revenues from unsold recommendations by ensuring all customers who declined recommended services are followed-up. For those customers who still do not return after 30 days of those services being recommended, we also have a live call service to personally reach out to those customers and bring them back in. Our Declined Service Follow-up program guarantees a 3-to-1 ROI.
- Simple management of your marketing campaigns with a dedicated account manager standing by to help you and online dealer portal available 24/7. We have a 48 hour turn-around time for any ad-hoc campaigns that you want. Have a great idea while you're out to lunch or on the golf course, just give your Account Manager a call!
- Custom targeted campaigns to the customers you feel you are not fully capitalizing on. If you have an idea, we'll work with you to ensure you get the most out of your campaign. Utilizing our exclusive Know Your Customer Report & Analysis, we provide actionable business intelligence on your customer base to yield the greatest ROI.

GM VEHICLES 6 YEARS & OLDER

CSSR Plus-UP Lifecycle Program

An Integrated Extension of the core CSSR Program



Methods of Communication

- Email/Phone
- Email/Letter
- Email/Letter/Phone



Plus-Up Program Elements

Email

- Unlimited Sales and Service Emails
- Customized for your Dealerships Branding
- Currently 15.64% Response Rate for GM Dealers

Direct Mail

- 300 Pieces Included in Starting Package
- Any Size, Full-Color
- Single or Double-Sided
- Can Imitate Any Email

Pre-Recorded Telephone Messaging

- Unlimited Telephone Messaging
- Contains Customer Specific Information
- Personalized Recordings from Your Dealership or Our Professional Voice-Overs



Frequently Asked Questions

I am currently using CSSR at my dealership. Why do I need the GM CSSR Plus-Up Program powered by Auto Point?

The core CSSR program has limited marketing communications specifically to customers who purchased a GM vehicle from your dealership and only for the first five years of the vehicles life. After that time period, the core CSSR program will no longer market to those vehicle owners on your behalf causing many customers to defect from your dealership. As a result, you lose a significant amount of revenue from service opportunities associated with those older vehicles as well as a decreased probability of vehicle repurchase from that customer.

By utilizing GM's Auto Point Plus-Up Program your dealership will better retain your pre-owned vehicle owners as well as those customers whose vehicles are older than five years. For many dealers, this is the most profitable customer segment because older vehicles tend to require more servicing and maintenance with the average customer pay being higher than newer vehicle owners.

How is CSSR Plus-Up Powered by Auto Point different?

CSSR Plus-Up Program powered by Auto Point has been developed specifically for GM dealers to enhance customer communications and increase loyalty and retention for both service visits and vehicle repurchase. With Auto Point you are getting more than another vendor who provides you a service simply in exchange for money. We are partnering with you to ensure the continued success of your dealership by assisting your development of long-term relationship with your customers.

How much will this program cost me?

The CSSR Plus-Up Program powered by Auto Point is \$799 per month for unlimited email and automated call communications plus includes 300 pieces of direct mail. This program is approved by GM to be 100% covered under your iMR funding.

A Hybrid package and other Auto Point Solutions are also available. Please ask your Auto Point representative for details.

How long are the contract agreements?

GM's Auto Point Plus-Up Program does not require any long-term contracts or agreements. Upon implementation there is a 90-day blackout period after which the program will continue on a month-to-month basis. Cancellations require a 30-day notice and must be submitted in writing.

How do I find out more about this program and if it's right for my dealership?

Contact an Auto Point Representative by calling (866) 348-9717 or emailing Sales@AutoPoint.com.

