

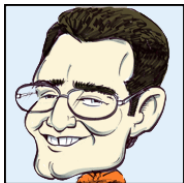


## Notes from the Editor

Welcome to our first edition of Loyalty Times. These days everyone is getting bombarded with thousands of E-mails so we decided to take an old fashioned approach to communicating with our customers.

This newsletter is really simple...we wanted to find an easy way to share new ideas and features of our industry leading owner loyalty/customer retention program. If you have any comments, ideas to share or feedback we would love to hear from you. Please call me directly: 248-763-0870 or drop me a line at: [dealpuncher@gmail.com](mailto:dealpuncher@gmail.com).

Expect to see regular editions of this on a quarterly basis. Feel free to pass it around your store or share it with any other store looking to increase their customer retention and owner loyalty.



Andy Wolfe  
and the rest of the Dealer Concepts family

## Timed Events

Do you have all your timers set to automatically communicate with your customers? Setting up timed e-mails takes about 5 minutes, is FREE to send out, and most importantly will drive traffic back to your store. There are four timers you need to turn on:

**1. New member** Send an automated e-mail to every customer that joined your program each day welcoming them to your rewards club, explaining the programs benefits and giving the customer a small offer or token of appreciation for becoming a member. i.e. "Bring this letter back in for \$10 off any service work of \$50 or more"



**2. Birthday greeting** Recognize your customers on their birthday by sending them a birthday greeting along with the most recent copy of their point statement and an offer of some kind. "Bring this letter back and get 50% off your next oil change as our present to you"

**3. Miss You** Set an automated timer to send out a lost customer mailer to any member (for example) that has not visited in 6-9 months with an incentive to come back to the store.

**4. Point statement** This is a no-brainer. Keep in touch with your customers either monthly or quarterly by sending them a copy of their points statement reminding them how many points they have and how they can be redeemed.

Call us today at **866.GET.IDEAS** if you need help turning these e-mails on.

## What's New?

Did you know that your loyalty rewards software includes a Kiosk? On your Windows desktop click on Start, All Programs, Gift and Loyalty folder, Kiosk. With the kiosk you can do the following:



1. Set up a computer in your customer waiting area and allow your customers to self registers for your program. This takes the burden off your writers and cashiers to gather customer information. Come up with a creative offer for your customers; i.e. "60 points for 60 seconds" - Take 60 seconds to register your card before you leave and we will give you 60 points for FREE. This way the customer can take 60 seconds and add their name, address, email, birthday directly into the program.

2. Do you attend or sponsor events outside your store when customer come in and need to register? Let's say you have a booth set up at a local auto show or sponsor some local community event. Bring a laptop (and wireless card) with you and hand every customer a new membership card and collect their vital information.

3. Have your new or used car department send out a direct mail piece or e-mail to every customers in your database and invite the customers to come in for a sales or special event. Remind them to bring their rewards card in and earn "XX" points just for showing up. They simply walk up the kiosk, scan their card and earn points.

## Tip of the Month

### Turn Declined Service into \$\$

Many of our stores have been using points as a carrot to motivate their customers that have declined or are about to decline service on their vehicles. Here's what you do...

When one of your customers declines service, look their points balance up and see if they have enough points accumulated already to use to help defray part of the cost of this repair. If they do not have enough points, offer them extra points which can be used on a future visit. For example.. "Mr. Smith, if we can get your brakes done today, I can add 500 bonus points to your rewards card which gives you enough points for a FREE oil change (\$39.99 value) on your next visit!"

The other option is to activate one of your rewards cards as a gift card and load a dollar amount on the card and set an expiration date for thirty days from today. Inform the customer not to lose the card as there is a cash value of "X" loaded on it to use towards their service work.

## Software Updates

We are always striving to improve of our software. Thanks to feedback from our stores, we always have a new version in the works with better features.

Please make sure you are on the most recent version of the software on all of your computers.

Your version number should be at least 8.0.2359. If you have a version less than that, your software will NOT auto update and you will not be guaranteed the latest features.



Call us at **866.438.4332** if you have questions about what version you are on or if you have an idea for an improvement in the program.

## Wholesale Rewards

Our newest version of Loyalty Rewards software gives your store the ability to set up a second rewards program. This way you can have one rewards structure for your retail customers and a second structure for all of your wholesale clients.

# Your Program Statistics

	Enrolled New Members	Members with Email Addresses	Members with no activity for 120 days	Total Inactive Members	Total Rewards Redeemed	Dollars Spent by Customers Redeeming Rewards	Total Transactions	Total Sales	Packages Sold (Qty)	Packages Sold (\$\$\$)	Gift Cards Sold (Qty)	Gift Cards Sold (\$\$\$)
August	87	22	0	0	1	\$ 11.22	70	\$5,885.79	0	\$ 0.00	0	\$ 0.00
July	61	28	- N/A -	0	1	\$ 17.20	65	\$12,138.11	0	\$ 0.00	0	\$ 0.00
June	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -
<b>Total</b>	7,436	173	- N/A -	0	2	\$ 28.42	135	\$18,023.90	0	\$ 0.00	0	\$ 0.00

"-N/A-" = No data available

## Promoting your program

How you promote your rewards program is 50% of the equation for being successful. Like they said in the movie, *Field of Dreams*, "If you build it, they will come." We like to say, "If you promote it, they will come"

Here are three key points to keep in mind:

1. Make sure your website talks about your reward program someplace on the home page and provide links throughout the rest of the site. Make sure you are using our latest web access link on your page. See these successful stores websites to see how they promote their program:

[www.mckennavolkswagen.com](http://www.mckennavolkswagen.com) [www.mikeswashandllube.com](http://www.mikeswashandllube.com)  
[www.hawkinsbestprice.com](http://www.hawkinsbestprice.com)

2. Put out your table top signs, make sure you banner is hung in a prominent area and put your static cling stickers on all the entry doors into the store. If you need additional promotional material, let us know.

3. Put an image of your reward card/key tag in all your upcoming advertising. Meet with the GM or store owner to make sure they know what is expected. We can provide you a jpg or other high resolution image of your card to give to your newspaper and direct company to include in your ads.

### Sample Newspaper Advertisements



REWARD	POINTS	REWARD	POINTS
Car Wash	50	\$65 McKenna HB store credit	800
Inspect fluid Levels, Tire Inspection	50	\$75 McKenna HB store credit	900
\$15 McKenna store credit	300	50% Off Vehicle Spa Treatment	900
\$20 McKenna HB store credit	400	Headlight polish	900
Tire Rotation	400	\$100 Credit Towards Driver Gear	900
\$25 McKenna HB store credit	500	\$110 McKenna HB store credit	1000
\$45 McKenna HB store credit	600	Replace Battery (excl. some models)	2000
\$55 McKenna HB store credit	700	\$250 Credit new/used vehicle McKenna HB	2500
Replacement Windshield Wiper Blades	700	\$500 Credit new/used vehicle McKenna HB	5000
State Smog Inspection (excl. certificate)	800	\$750 Credit new/used vehicle McKenna HB	7500
		\$1000 Credit new/used vehicle McKenna HB	10000

Left: Sample Newspaper Advertisement. Above: Sample Rewards Structure on Website.



Dealer Concepts, LLC  
 3080 Orchard Lake Road, Suite J  
 Keego Harbor, MI 48320

Valued Customer  
 3080 Orchard Lake Road  
 Keego Harbor, MI 48320