



## VALUE OF A CUSTOMER

- A dealership spends on average \$500+ for each new customer. Now that you have **your** new customer, what is the value of retaining **your** customer?
- On average a customer keeps their vehicle 54 months. What is this customer worth during this duration? What will you do to ensure **your** customer keeps coming back?
- Why let your customers go next door when you have exactly what they need?
- So once again, what's **your** customer worth?
- A customer can provide you with:
  - Aftermarket Income
  - F & I Income
  - Service/Parts Income
  - Future Vehicle Purchases
  - Referrals



ServiceCard will follow-up & retain your customers for a nominal *one time* investment per customer.

' Customer Satisfaction ' is " ok " – reach for Complete: **Customer Loyalty!**

## WHY TODAY'S CONSUMERS WILL USE A REWARDS/POINTS PROGRAM

- Points are the new "cash"
- Consumers will spend more now for future "freebies"
- Consumers with reward cards will outspend 3 to 1 those without! \$\$\$
- Two-thirds of US households participate in one or more loyalty based programs.
- Reward cards are kept 4 to 5 years longer than the average 1 to 2 years on punch cards, "earning" credit cards, etc...
- If consumers spend a lot of their money in one place, they expect a reward program

Sources: Jill Griffin, Griffin Group  
NBC Today Show, Jean Chetzky  
Dr. Rogers, Customer Loyalty Consultant

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**“No matter what the industry, a business cannot succeed without customers”**

That is why ServiceCard specializes in & promotes Customer Retention and Customer Loyalty.  
All of the programs and products that we offer are personalized to meet and satisfy  
each dealership's desires and needs.

*In the constant battle to gain new customers, it is easy to overlook the value existing customers hold.  
The secret to being successful is simple – let your customers know you appreciate them.*

- ✓Download from Sales & Service weekly or bi-weekly
- ✓Initial letter sent thanking the customer & explaining their new Loyalty Card
- ✓Personalized Loyalty Card / Customers last name & last 8 of VIN on card
- ✓Mailer sent every time a purchase is made or service is performed, showing points earned & ending point balance
- ✓Birthday mailer
- ✓1st Non-activity mailer   ·  2nd Non-activity mailer   ·  3rd Non-activity mailer
- ✓Promo mailer sent quarterly (6"x 9")
- ✓Semi-Annual statements sent to customers
- ✓Personalized VISA Gift Cards sent monthly
- ✓Customized pre-survey
- ✓Mailer to non-card holders
- ✓Monthly detailed reports sent to dealership
- ✓One-time fee for customer enrolled
- ✓No hidden, set-up, equipment or extra monthly fees
- ✓Completely “customized” for your dealership
- ✓Completely hands-off
- ✓Completely web-based
- ✓Your customers contacted on average at least one time per month
- ✓Complete CRM tool enhancing not only service retention, but closing ratios on F&I and aftermarket & future vehicle sales

*Once an initial sale is made, we dedicate ourselves toward making this person a LOYAL and lifelong customer.*

- ✓Maintaining contact with the customers while Loyalty Card is active
- ✓Send additional mailers for upcoming specials / events / open houses (extra cost)
- ✓Link on ServiceCard site to your dealership's website
- ✓\$50 VISA Gift Cards personalized with your logo given away every month
- ✓Customers must register monthly, thus enabling us to capture e-mail addresses

*Referrals and repeat business are the lifeblood of any successful business.* We can help you bring past customers back and future customers in. It is said everyone knows at least 250 people. Not just friends and family, but their Mailman, Child's Teacher and even the Gas Station Attendant they see while getting their coffee every morning.

- ✓People do business with people they have confidence in and refer this business to people they know
- ✓The best advertising in the world, is your customer bragging about you to people they know
- ✓You can achieve your business goals by letting your customers do the talking!

**ServiceCard believes in creating customer loyalty  
and maintaining customer relationships.**