

Road to Retention

Email Gathering, Menu Usage & Notes

1-2

Marketing

Email Gathering Program

Merchandising

Measuring

Menu Usage & Notes Reports

OVERVIEW

Creating a solid sustainable **Email Gathering Program** in your dealership is critical to reduce advertising costs and to effectively advertise to a progressive growing group of consumers that use email as their preferred method of contact. Dynatron provides you with a database analysis that will show you the percent of emails for your targeted database. This is represented graphically in our CaRMail Wizard Dashboard (Sample shown below).

If your Email Analysis is not at least 25% you should consider using Dynatrons Email Database

Matching Service. Reducing advertising cost is a significant part of our Road to Retention strategy. This service will jump start your email gathering program by adding another 15%-25% emails to your database. Each email address matched is \$0.65 with a minimum cost of \$975 (minimum 1,500 emails) regardless of how many emails are matched. We rarely see costs exceed \$975. This service takes one month to complete.

Implement an ongoing Email Gathering Program to sustain and continually improve your Email Analysis Graph.

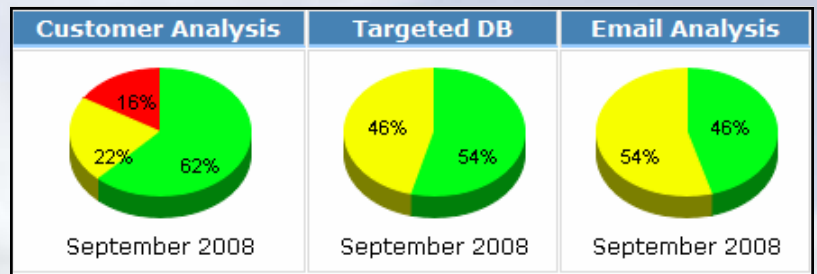
We recommend training everyone in the dealership on gathering emails. Creative programs can be put in place to help this initiative. Some dealerships pay spiffs for every email an advisor or cashier collects. One creative program some dealerships have used successfully is handing out blank thank you cards to their Service Advisors. They ask them to handwrite thank you cards to all their customers at the end of the day to sustain or improve CSI scores. However if they collect an email address from the customer, CaRMail will automatically send out the thank you email for them.


Menu Usage Reports monitor how many menu presentations were made for each of your Advisors. These reports are updated in real time and are easy to access on your DealerMenus website. Everyone agrees that menu presentations will improve maintenance sales and therefore profits. The biggest obstacle is usually if the Advisor has to change their process. For this reason it is critical to monitor usage to promote presentations to customers. (Samples on back)

Notes Reports are also available from the DealerMenus web based system. Advisors can create notes for specific customers during their presentation for future appointments as well as postponed or recommended services. (Samples on back)

BENEFITS

- Email Database Matching Service will reduce your advertising costs by 15%-25%. Emails are free when using email only campaigns. Using our unique "Best Method" feature emails are used when available and Post Cards or AutoCalls are made if an email does not exist.
- Review of Menu Usage and Menu Notes reports with Advisors will improve usage. This will increase maintenance sales, dollars/RO, and profits.





One Solution for Customer Retention and Profitability

ROAD TO RETENTION

Marketing

- Customer Relationship Management
- Personalized Communications
- Promotions to Capture Lost Opportunities

Merchandising

- Online Menus
- Appointments
- RO History

Measuring

- Analyze Your Numbers
- Prove Your Profits
- Built in Accountability

Email Gathering, Menu Usage & Notes

IMPLEMENTATION KEYS

Email Gathering

- If a dealership purchases our Email Database Matching service, the Dealership must update their DMS with newly acquired emails. If this is not done, good emails will be replaced with blank fields when Dynatron completes its data load process when the customer re-visits the dealership.
- Dealership must sign the Email Gathering Sign Up Sheet and forward to Dynatron if they wish to utilize Dynatrons Email Database matching service
- Decide on an internal method or program to keep getting new emails into your DMS. Monitor your Dashboard graph to ensure the percent of emails for your targeted database is increasing. Watch your advertising cost per contract go down!

Menu Usage Reports

- Usage monitoring is most effective by Advisor. Be sure each Advisor has and uses their own logon.
- Review with Advisors at least weekly. Great to compare with EBIS or ESP Menu Sales Reports. Menu sales should improve as presentations improve.

Notes Reports

- Should be reviewed periodically to see which Advisors are using and taking advantage of this feature
- Data integrates with CaRMail marketing wizard campaigns such as Appointment Reminders and Postponed Services so customers will automatically be contacted as necessary.

Sample Menu Usage and Notes Reports

All reports are accessed directly from the Dealerships DealerMenus website

Login Tracking Report

Show Dates From to User:

UserName	LookupCount
afrantuono	4
asilva	141
dpremano	5
eschneider	18
fvanner	111
gthomas	3
kalmonte	1
kpelletier	97
pmckenna	5
ppalladino	43
ppremano	6
rkatechis	7
salexander	18
wdemelo	10
wgallimore	45

The **Menu Usage Report** can be displayed for any date range for the entire dealership or specific Advisors

Login Tracking Report

Show Dates From to User:

ID	DealerName	UserName	VehicleLookup	Mileage	MenuView	DateTime1	IPAddress
71147	inskiplexus	asilva	2007 Lexus ES 350 V6 3.5Li Engine, 6 AT, FWD, Gas 48367 (Est)valign=topvalign=top LORI J CORELLI, 401-919-5276 727 CENTRAL AVE, JOHNSTON	50000	Three Menu	9/19/2008 6:45:14 AM	65.223.216.50
71148	inskiplexus	asilva	2007 Lexus ES 350 V6 3.5Li Engine, 6 AT, FWD, Gasvalign=topvalign=top LORI J CORELLI, 401-919-5276 727 CENTRAL AVE, JOHNSTON	45000	Detailed Menu	9/19/2008 6:45:20 AM	65.223.216.50
71149	inskiplexus	asilva	2007 Lexus ES 350 V6 3.5Li Engine, 6 AT, FWD, Gasvalign=topvalign=top LORI J CORELLI, 401-919-5276 727 CENTRAL AVE, JOHNSTON	45000	Detailed Menu	9/19/2008 6:45:23 AM	65.223.216.50
71152	inskiplexus	asilva	2007 Lexus ES 350 V6 3.5Li Engine, 6 AT, FWD, Gasvalign=topvalign=top LORI J CORELLI, 401-919-5276 727 CENTRAL AVE, JOHNSTON	45000	Detailed Menu - Print View	9/19/2008 6:45:46 AM	65.223.216.50

The **Detailed Menu Usage Report** shows customer information, vehicle, mileage, view and time it was looked up and if the menu was printed. This report can be displayed for the entire dealership or for specific Advisors for any specified date range.

Show Appointment Dates

From: To:

Edit	Advisor	NoteDate	VIN	Customer	Disposition	Text	Notes1	Est	Last Edited
110	menu	9/9/2008 2:23:00 PM	TF 1234 D tx	Appointment	09/10/2008 8:00 am	Your next maintenance service is due at 30,000 miles.			
108	menu	9/9/2008 11:10:00 AM	T 123 Main Dallas Tx	Appointment	10/02/2008 8:00 am	Your next maintenance service is due at 33,000 miles.			

The **Menu Notes Report** can be viewed by Advisor or for the entire dealership for specified date ranges and for a specific disposition i.e. appointments, postponed services. Customer information and other critical information is displayed.