

**DYNATRON**  
SOFTWARE



# **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**

# Road to Retention

## Marketing

## Merchandising

## Measuring

Phases

	Marketing	Merchandising	Measuring
	A comprehensive marketing program is implemented covering all critical areas of your dealership	Factory and other maintenance services are built into an electronic menu program	Reports are created to monitor all programs put in place, sales penetration by advisor, and other critical dealer operating statistics
1-1	Marketing Plan & Database Analysis Review  Retention (Red/Yellow/Green) Wizard	Online Menu System Implemented with Factory, Dealer Preferred, Inspection, and a-la carte Categories	Executive Summary Package (Weekly Email Monitors Maintenance Sales by Advisor)
1-2	Email Gathering Program		Menu Usage & Notes Reports
2-1	Service Plan and Roadside Assistance Programs	Effective Labor Rate Review. DealerMenus Modifications & Pricing Adjustments	Introduction to the Powerful EBIS Reporting Suite  CaRMail Profit Analysis Report (Monitors Advertising ROI)
2-2	Implement Ongoing Seasonal Blast Wizard & Incentive Program	Incentive Program implemented	Incentive Program Tracking  Quarterly Review  Train: EBIS #1
3-1	CSI Wizards: (Warranty/CP Follow Up & Appointment Reminders)		Train: EBIS #2
3-2	Menu Wizards: (Missed Menu & Postponed Services)	Implement DealerMenus Appointments, Postponed, and Declined Services	RO Analysis: (Competitive, Repair & Maintenance % Trends)
4-1	Implement Ongoing Seasonal Blast Wizard & Incentive Program  Used Car Program	Incentive Program implemented	Incentive Program Tracking  Quarterly Review  Warranty Rate Analysis and Rate Adjustment Recommendation
4-2	Sales to Service Wizards		Op Code Effective Labor Rate & Profitability Analysis
5-1	Specialty Campaign Wizards: (State Inspection & Timing Belts)	Special Analysis and Consultation to Review Menu Presentations, Sales & Maintenance % Trend by Advisor	Specialty Campaign Trend Reports  CaRMail New & Used Car Sales Service Retention Reports
5-2	Implement Ongoing Seasonal Blast Wizard & Incentive Program  Recapture & Recall Wizards	Incentive Program implemented	Incentive Program Tracking  Quarterly Review
6-1	MPG Program		Technician Profitability Analysis
6-2	DealerClub\$ Implementation: (Rewards or Punch Card Program)	DealerClub\$ Integration	

**Extended Marketing, Merchandising & Measuring Plan**