



from POWER

outbound correspondence and communication

## Get customers back in the dealership with automatic correspondence via centralised software that integrates throughout the POWER system

### **Follow-up Made Easy**

Automatically target specific groups of customers in your database for follow-up contact, and send them text messages, professional letters, and e-mails through seamless integration with Microsoft® Word and Outlook, with the Outbound Correspondence and Communication software (OCC).

When used with your Internet Business Connection (IBC) server, you can send instant e-mail notifications to customers based on defined events in your computer system. You can even separate types of mailings so you can communicate electronically with customers who have e-mail addresses, via text messages for those customers preferring to be contacted in this manner, or through traditional letters to customers without

e-mail addresses. This helps you reduce paper handling and mailing costs by sending electronic messages whenever possible. Numerous OCC applications are available to streamline your fixed operations.

**POWER**

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## **Household Marketing**

Build loyalty with drivers and/or households by sending coupons and loyalty vouchers, targeted for the specific vehicle, driver or household. Or thank a household for many years of purchases with one letter to the entire family/household.

## **Name and Address**

Send letters, postcards, coupons, e-mails and other correspondence to your vendors and suppliers, such as a discount offer to parts vendors who have spent over a certain amount with your dealership.

## **Campaign Notification**

Notify customers of outstanding campaigns and recalls for their vehicles, promoting additional business for the service department.

## **Service History General Follow-up**

Target specific customers in your database to re-establish a relationship. For example:

- Those with a specific model car.
- Someone who didn't buy an extended warranty.
- Customers who bought a car but never came in for service.
- Those with upcoming birthdays.

## **Service Forecast Notification**

Contact customers via letters or e-mails to suggest service for their vehicles based on projected mileage, according to their past service history.

## **Parts Special Order Notification**

Keep customers informed when a part they ordered has arrived at your dealership to increase customer satisfaction and reduce inventory costs that occur when orders are not retrieved by customers.

## **Reservation Follow-up**

Remind customers of upcoming service appointments, or follow-up with customers who have missed reservations to re-schedule their appointments. This correspondence can be conducted via e-mail or physical letters.

## **Job Card Operations Follow-up**

Send follow-up letters and e-mails based on operation codes sold, as well as recommended but not done labour lines on the repair order to encourage them to have that work done at their next visit, which helps increase your revenue.

## **Repair Order Follow-up**

Say "thank you" to your customers, by invoice type or service advisor, for using your service department with letters or e-mails.

## **On Demand OCC**

Expand your customer relationship abilities. Instantly request a letter, a text message, or e-mail via the print menu of user applications, while browsing through a customer record. It's a flexible tool to help instantly generate letters and e-mails.