

A dark blue Hyundai Tucson is shown from a front-three-quarter view, driving on a bridge. The background features a city skyline with several tall buildings, including a prominent one with a blue facade and another with a red facade. The bridge has a white railing and a concrete barrier. The lighting suggests it's either early morning or late afternoon, with a warm glow on the buildings and the car's surface.

## Hyundai Canada SmartConnect Program

The Hyundai SmartConnect Program and Process is enhanced with more options, features, and flexibility to increase your exposure to owners, deepen your relationship, drive customer pay traffic and build more targeted communication.

## Hyundai SmartConnect Program

Hyundai SmartConnect's life cycle CRM Program is designed to communicate to customers in a regimented and coordinated fashion from the time they take possession of their new vehicle, throughout ownership, and into the repurchase phase. The Hyundai SmartConnect program uses strategic mail, e-mail and live agent telephone calls to build and maintain customer relationships.

No other program offers the versatility, convenient online reporting and strategic complementary marketing campaigns to target opportunities within your database and reach out to these customers to improve response. The Hyundai SmartConnect program is also supported by a skilled team of Epsilon Marketing Associates who will work with you to help achieve your sales/service goals. They will also review your dealership performance on a monthly basis and answer any questions or comments you may have.

Contact Program Headquarters for more information.  
Your local representative is ready to answer your questions.

**1-877-641-6154**





## Hyundai SmartConnect Program

With all these new features you can develop more effective/targeted marketing communications, which will help increase customer retention, loyalty and repurchase, all while maintaining great customer experience. The additional new media channels have been designed to increase the level of education and benefit around customer car care needs available at a Hyundai retailer.

### The Hyundai owner experience touchpoints.



Stronger Engagement



Expanded Education



More Customer Connection



Improved Response



All New Portal



New Data Insight



### Retailers service more cars, more often – Resulting in a better experience.



Increase in  
Customer Loyalty  
**17.6%**

Increase in  
Customer Visits  
**0.58**  
(per year)

Increase in  
Generated Revenue  
**\$55**  
(per customer per year)



Hyundai SmartConnect helps you create and maintain a stronger customer relationship, with educational and service messaging that puts your dealership front and centre with the following communications.

**1. New Vehicle Sales/Service Customers**

It's always important to start off on the right foot with your new sales and service customers. This is why the Hyundai SmartConnect program has designed a sector specifically to help foster your customer/dealer relationship from the outset – with important letters and e-mails to thank the customer for their purchase or first service visit, along with a first service reminder which includes a live agent call. The Hyundai SmartConnect program will begin that long-lasting relationship.

**2. Hyundai Customers**

It has been proven that solicited customers generally visit more often and spend more money on services than non-solicited customers. This is why it is vital to be consistent in your communication with your core customer group to ensure their activity is timely and the proper maintenance is completed.

Also, the Hyundai SmartConnect program has a strategic communication cadence of letters, e-mails, and live agent phone contact designed to ensure the customer receives the relevant messages at the appropriate time.

**3. Inactive Customers [12 to 18 months]**

It is the unfortunate fate that every dealership will lose customers over time for many different reasons. The Hyundai SmartConnect program has been engineered to help attract these customers back to your dealership with tailored messaging incorporated into the “WIN BACK” process for inactive customers. This process begins 60 days after the customer's third missed maintenance interval. If they haven't responded, a set of calls, letters and emails begin up to the 150-day mark to attempt to reconnect, and rebuild the relationship, all working to encourage the customer to visit for service.

**4. Orphan Customers [18 to 24 months]**

Designed to engage your service defectors who fall into the 18 - 24 month Last Visit Date criteria. This facet of the Hyundai SmartConnect program will provide a one-time mailing at the outset of the program to these customers. This can help to boost customer traffic and provide you with the largest possible database to solicit on the Hyundai SmartConnect program.



Hyundai SmartConnect is available in direct mail and e-mail.  
See your representative for complete details.



## Building customer experience with Hyundai SmartConnect

Ownership customer journey is designed to instill brand loyalty, while increasing overall customer visit frequency and delivering consistent communication.

### Benefits

- Consistent, timely and personal communication.
- Each touchpoint delivers a tailored/relevant message to customer.
- Continuous education around the benefits of “Why Service at your Hyundai Retailer.”
- Increases customer pay – (Labour and Part Sales).
- Minimizes the amount of defection and cross shopping.
- Multi-Channel Communication tools and Advanced Reporting & Analytics.
- Create repeat purchases and brand consideration.
- Overall great customer EXPERIENCE and SATISFACTION.





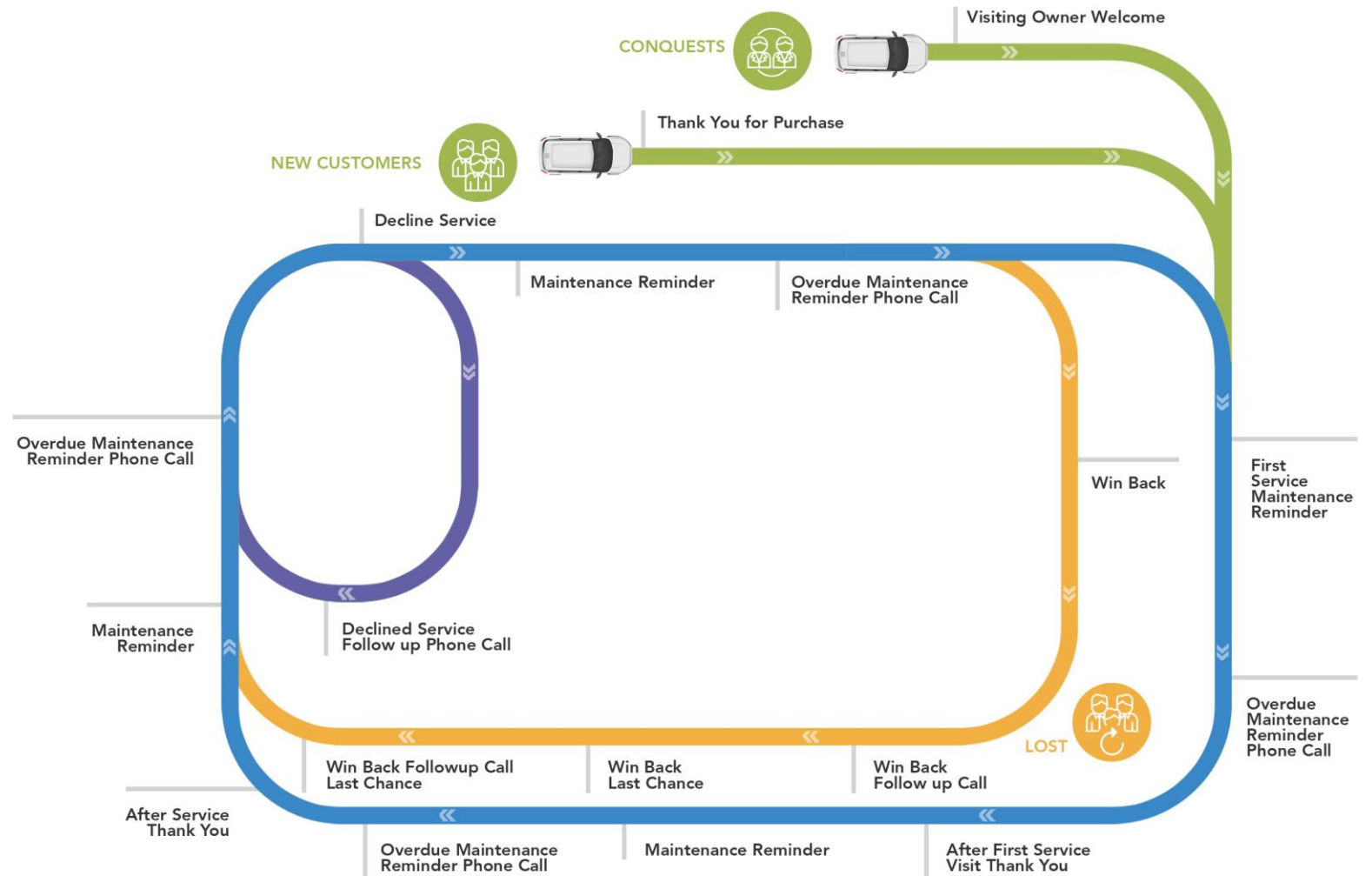
# Hyundai SmartConnect Program

## Customer Journey

### Integrated Life Cycle Communications

- Relevant and timely messaging
- Multi-channel always on

Onboarding Conquest  
Retention / Up-sell / Repurchase  
Win Back



# Unique/Targeted communications with extraordinary results



The Hyundai SmartConnect Marketing Tools and Process communicates with customers at the right time, with the right offer based on communication preference of either letters/e-mail across 13 unique touchpoints from Thank you for Purchase to First Service Maintenance Reminder to Repurchase. All with the single objective of keeping customers engaged. To take advantage of those benefits, you must be enrolled in the Hyundai SmartConnect Program.

Hyundai SmartConnect will keep customers close and identify opportunities. Hyundai SmartConnect communicates the importance of maintenance from YOUR car care professional at Hyundai and promotes ways you can make their ownership experience even better.

On average Hyundai SmartConnect program delivers:



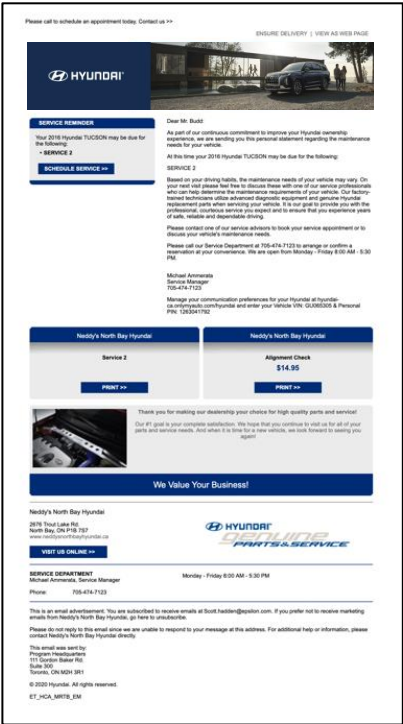
Total CP Sales  
Per Response  
**\$375.22**



Average ROI  
**\$43.75**



Increase in  
Generated Revenue  
**33.5%**



E-Mail



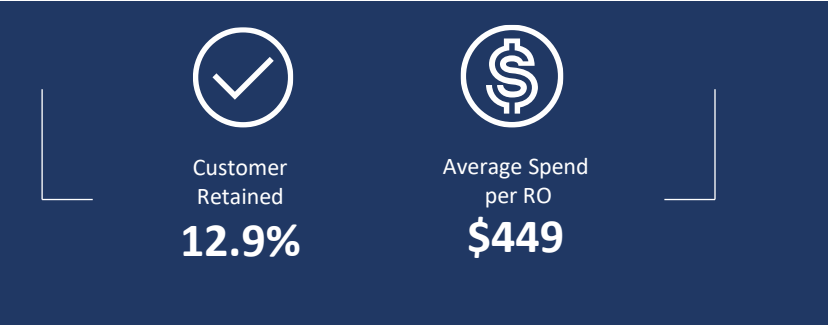
Letter



# Data drives precise customer targeting

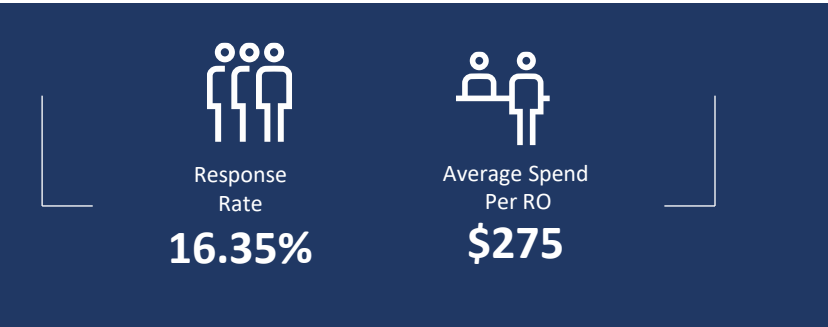
## Win Back

After customers have been absent for 12 -18 months, this communication reinforces the benefits of car care and includes special offers and messaging reminding customers to schedule maintenance. It's a second chance to prove your dealership should be the first and only choice for car care and retaining these customers leads to increased owner retention and service sales.



## Decline Service

Keeping customers informed. This particular touchpoint reminds the owner to come back to your dealership to have their previously declined service completed in order to maintain the vehicle in good driving condition.



(16.35% response rate is generated from the follow up call)





## Results analysis

Our comprehensive reporting helps track performance and make informed decisions to get the most out of your marketing efforts.

You can now access a wide variety of reports by logging in to the Hyundai SmartConnect portal.

- Measures success of program efforts
- Customer Opportunity Reports to follow up and create an action
- Measures Service Advisor's up-sell penetration, usage of op codes
- Helps pinpoint areas for increased profit opportunity
- Track campaign effectiveness
- Call Centre Performance Reports



## Your Hyundai SmartConnect team.

Our team can be considered as pods/working teams – all members have specific roles. 7 Field Consultants and 5 Internal Associates for Marketing Support. We have teams from the East Coast to the West Coast ready to assist. (Bilingual)

**Consultants (Field team)** – will be your category experts, who will work with the Retailer’s team on consultancy around best practice and identify opportunities. For us it’s not about selling, it’s all about supporting the loyalty program (SmartConnect), and Retailer service objectives (Categories of data, marketing and retention).

**Marketing Support Team (MSR)** – will assist in program maintenance and support. These 5 members are extensions of your dealership. They are there to help you drive and build loyalty, and enhance customer experience. They are a fluid team that works in tandem to support your success, data insights, opportunities and data hygiene to creatively guide and support you. Epsilon is there to help you drive success in your retention and marketing goals.

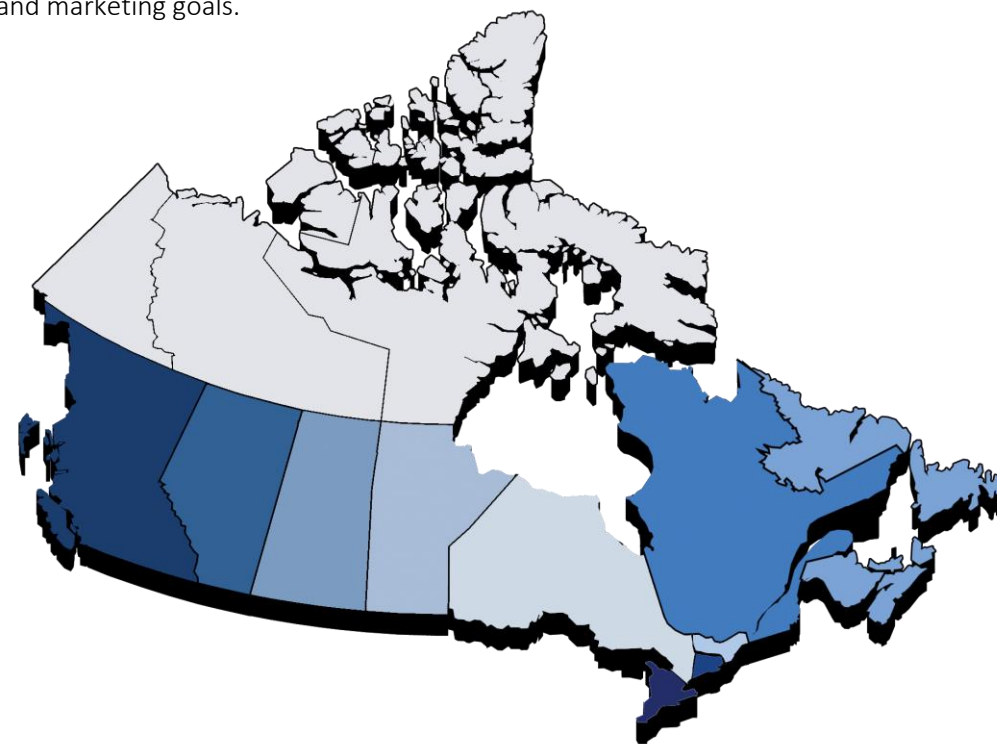
### Three key contacts:

**Richard Lambert**, VP Client Services  
Richard.Lambert@epsilon.com

**Benoit Lachance**, Senior Manager PHQ  
Benoit.Lachance@epsilon.com

**Bonita Fong**, Account Manager  
Bonita.Fong@epsilon.com

1. British Columbia
2. Alberta
3. Saskatchewan
4. Manitoba
5. Northern Ontario
6. Southwest Ontario
7. GTA
8. Quebec
9. Eastern Ontario
10. Atlantic Provinces



**Note:** Each Retailer will be assigned one team to work with.





## Our commitment to you.

### Account Executive

- Frequent dealership visits  
(determined visit schedule)
- Utilization review (performance  
review, opportunities and results)
- Marketing best practices
- Yearly account review

### MSR (Marketing Service Representative)

- Reviewing monthly management reports
- Solution advocate
- Letter maintenance/fine-tuning
- On-going database analysis

### Local, full-service support and capabilities with:

- Bilingual Call Centre
- Print Production
- Internal Support Team
- Local Area Sales Support

