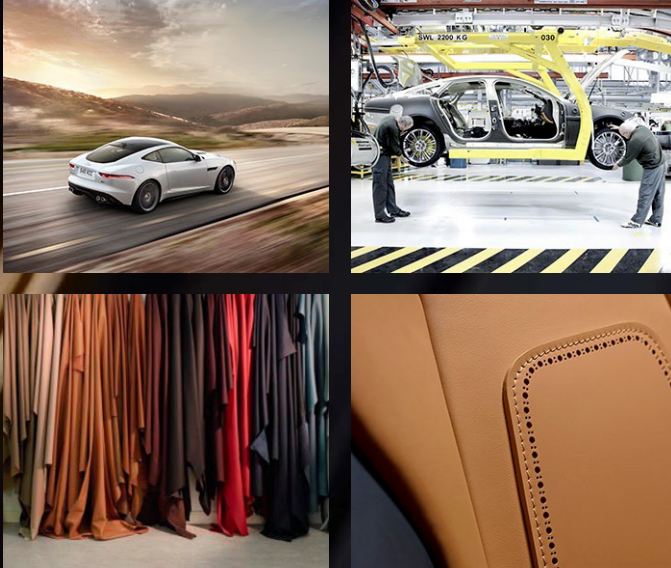


Epsilon®

JLR

# ONPOINT

January - 2026



## HOW DOES ONPOINT WORK

JLR OnPoint Service Reminders are designed to target customers who are due for a maintenance interval preventing defection and increasing the likelihood of servicing at the retailer.

OnPoint uses a standard set of business rules and identified triggers to determine what, when and how to communicate with customers. Our robust owner lifecycle communication program is designed to instill brand loyalty, while also increasing overall customer visit frequency. This in turn increases customer pay labour and parts sales, with the ultimate goal of leading the owner back to repurchase another vehicle.

Consistent, timely and personal communication increases the likelihood of selling more service during ownership and improves consideration from your customers when it's time to repurchase. Our program allows you to stay in contact with your existing customers from vehicle purchase through disposal, reminding them of your dedication to their satisfaction.

## JAGUAR LAND ROVER – THE ONPOINT PROGRAM.

With all these 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 Jaguar Land Rover retailer.

### OWNER EXPERIENCE TOUCHPOINTS



Stronger  
Engagement



Expanded  
Education



More Customer  
Connection



Improved  
Response



Always On  
Portal



New Data  
Insight

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



21.4% Increase in Customer Loyalty

OnPoint 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 Jaguar Land Rover OnPoint 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 Jaguar Land Rover OnPoint program will begin that long-lasting relationship.

## 2. ONPOINT 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 Jaguar Land Rover OnPoint 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.

## 2. INACTIVE CUSTOMERS

It is the unfortunate fate that every dealership will lose customers over time for many different reasons. The Jaguar Land Rover OnPoint 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 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.



## BUILDING CUSTOMER EXPERIENCE WITH THE JAGUAR LAND ROVER ONPOINT PROGRAM.

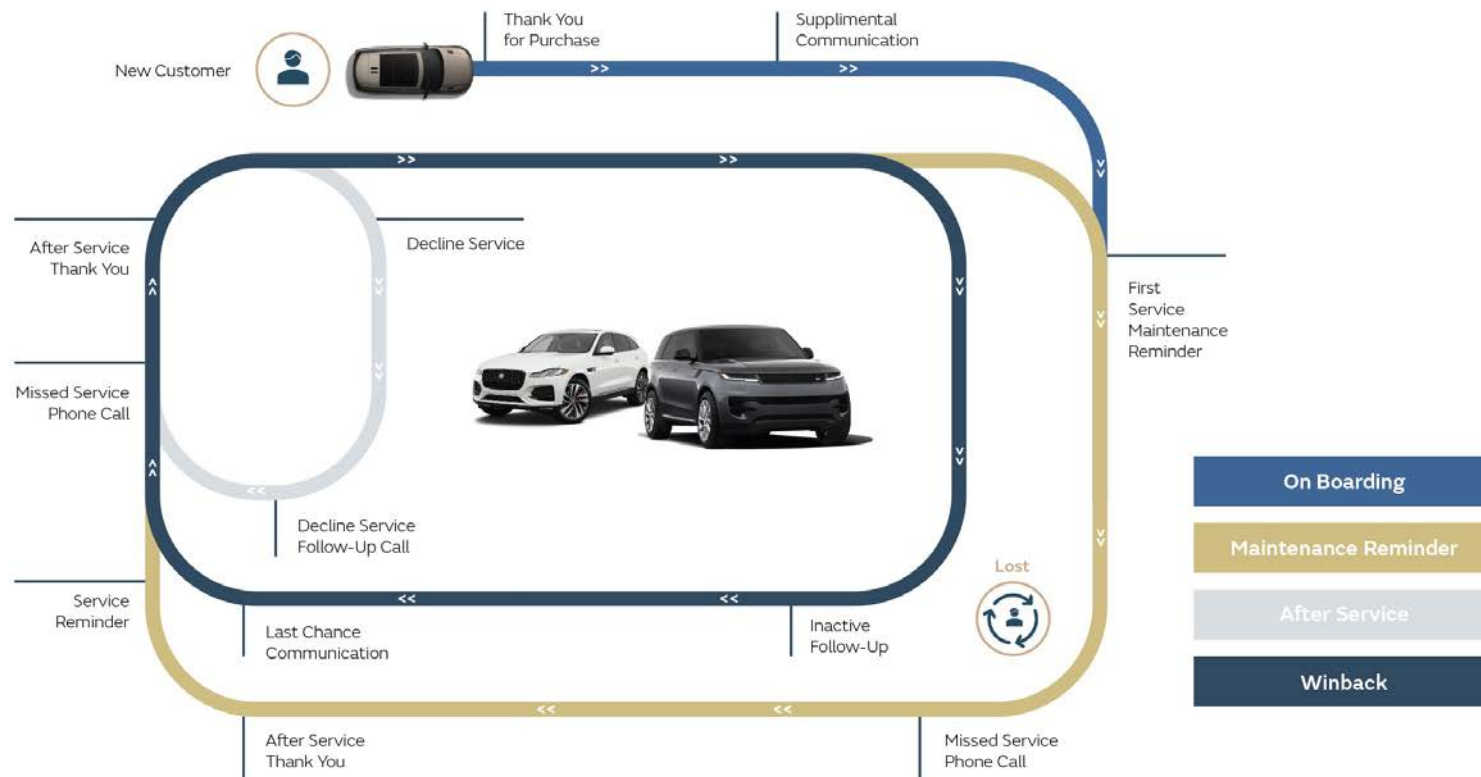
Ownership customer journey is designed to instill brand loyalty, while increasing overall customer visit frequency and delivering consistent communication.

### 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 Jaguar Land Rover 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.



## Customer Journey





## UNIQUE/TARGETED COMMUNICATIONS WITH EXTRAORDINARY RESULTS

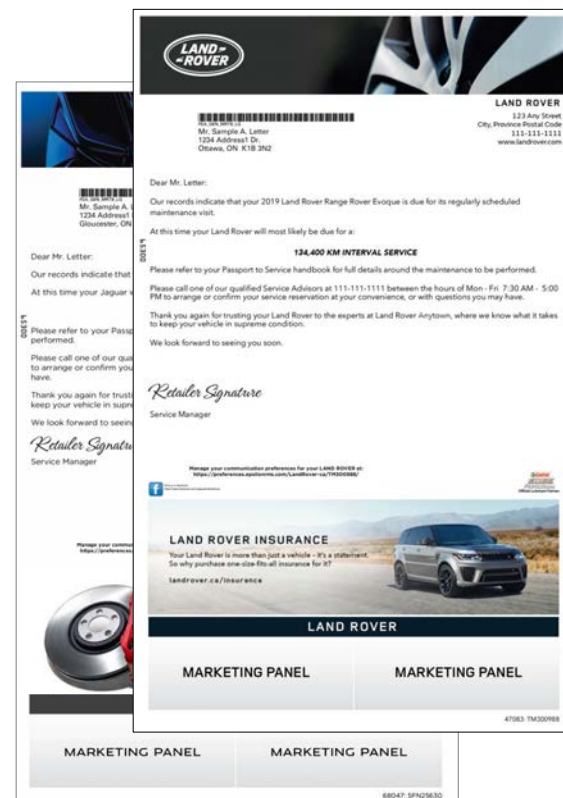
The Jaguar Land Rover OnPoint Marketing Tools and Process communicates with customers at the right time, with the right offer based on communication preference of either letters/e-mail across 11 unique touchpoints from Thank you for Purchase to First Service Maintenance Reminder to Repurchase. All with the single objective of keeping customers engaged. To take advantage of those benefits, you must be enrolled in the Jaguar Land Rover OnPoint Program.

Jaguar Land Rover OnPoint will keep customers close and identify opportunities. The OnPoint program communicates the importance of maintenance from YOUR car care professional at Jaguar Land Rover dealership and promotes ways you can make their ownership experience even better.

On average Jaguar Land Rover OnPoint program delivers:



<sup>‡</sup>Results based on 2023 performance.

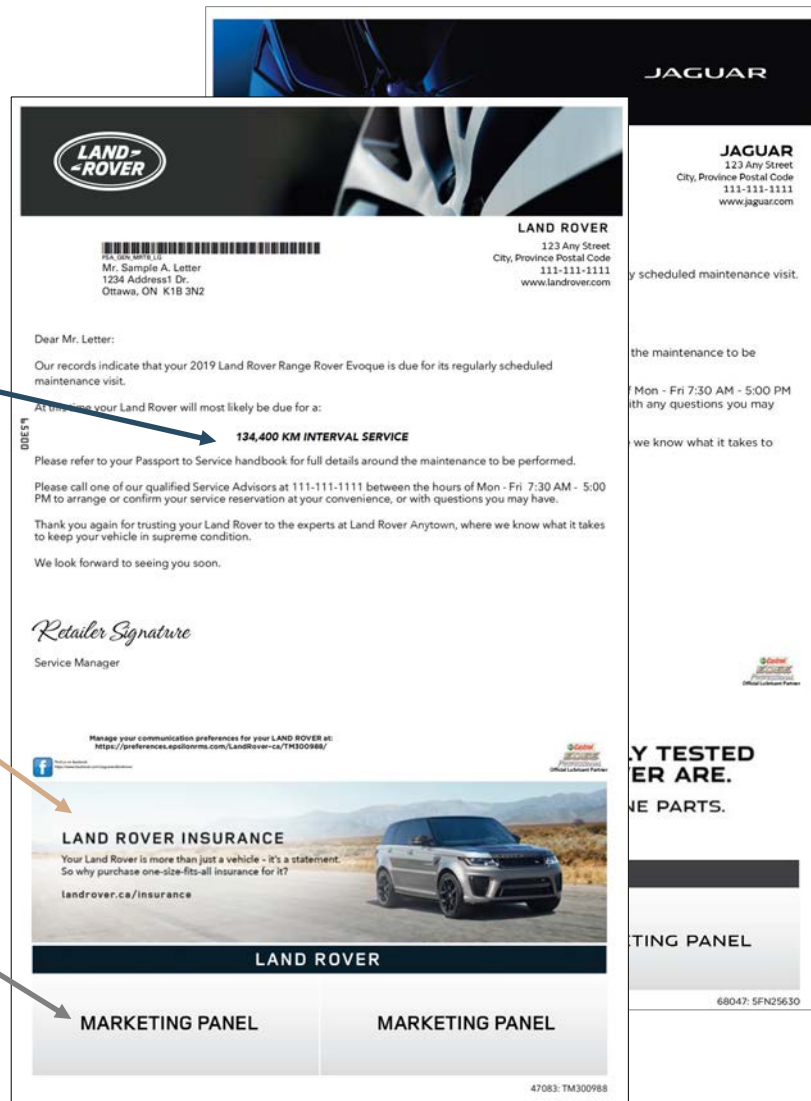


## SERVICE LETTER

Variable letter themes are driven by customer behavior and ownership lifecycle

The banner promotion area is designed specifically for smart messaging and is updated seasonally to increase customer engagement

Smart marketing panels ensure the right offer appears at the right time for the right customer



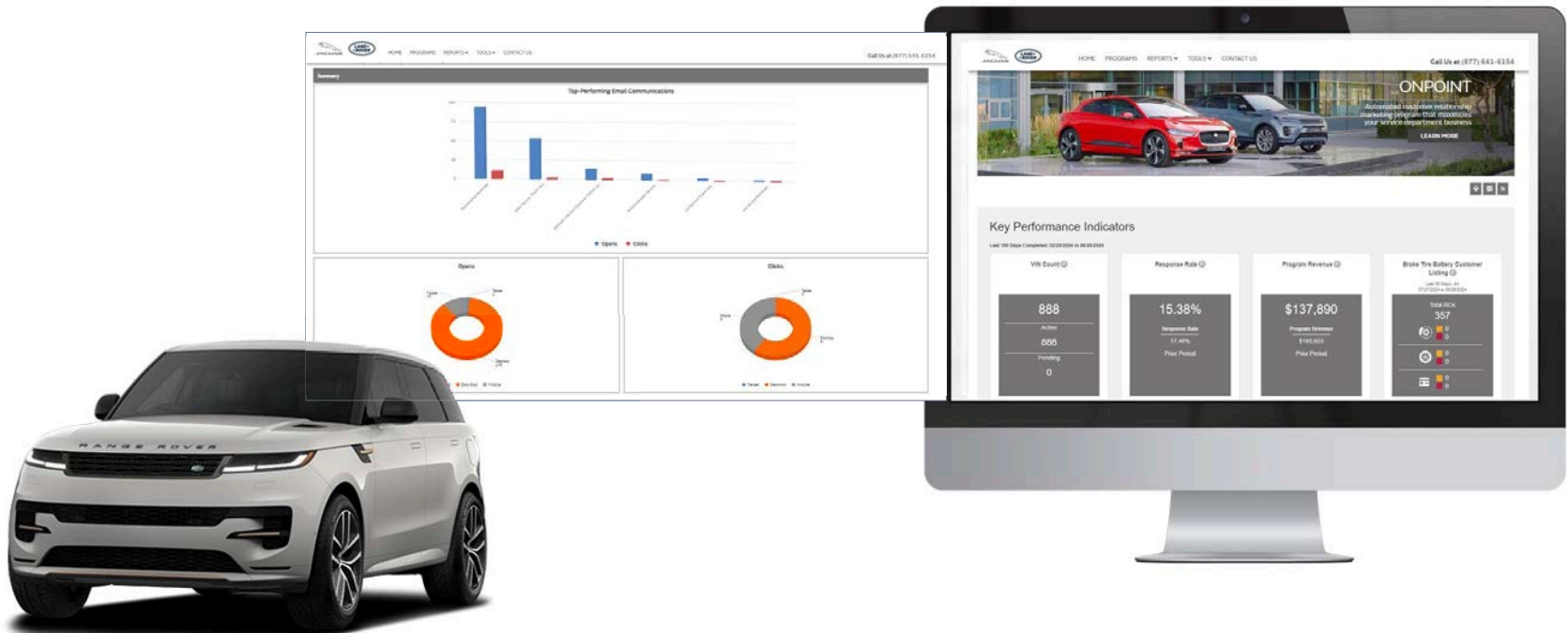


## ONPOINT REPORTING

Variety of reports retailers can subscribe to that reveal program performance with key indicators and trends.

Some key reports include

- Executive Summary
- Customer Contact Details
- Declined Services
- Call Center Dashboard
- Service Retention Dashboard



## YOUR JAGUAR LAND ROVER ONPOINT 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)



**ACCOUNT EXECUTIVE** (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 (OnPoint), and Retailer service objectives (Categories of data, marketing and retention).



**MSR** (Marketing Service Representative) – 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

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

## OUR COMMITMENT TO YOU.

### ACCOUNT EXECUTIVE (Field Team)

- 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 & CAPABILITIES WITH:

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



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Coming soon...

# MAKE HOUSE OF BRANDS REAL

Tone of voice is critical to every brand to create differentiation

## RANGE ROVER

The Range Rover voice is sophisticated. Smart and charming.

Create intrigue. Don't tell people what to think. Make them think. And, on occasion, add a bit of wit.

The **Range Rover Sport** voice is everything the Range Rover voice is. And more. More assertive, more spirited, more self-assured.

## DEFENDER

The Defender voice is active. Be big and bold.

Say things in threes and repeat sounds so everything flows freely.

## DISCOVERY

The Discovery voice is warm. Welcoming to invite everyone in.

Make it personal, real and relatable. And add rhythm to give longer sentences a lift.

## JAGUAR

The Jaguar voice is exuberant. Make the ordinary extraordinary.

Be fearless - copy nothing. Be creative with words and phrases for more meaning than meets the eye.

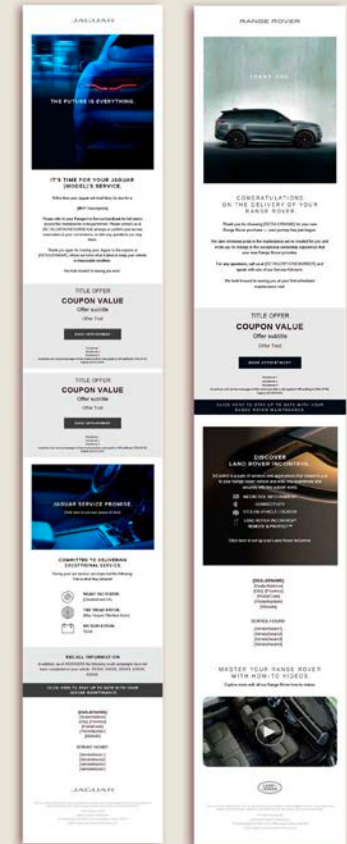


## EPSILON ONPOINT IS EVOLVING

The Epsilon OnPoint program is evolving beyond traditional letters and emails into a refined, contemporary experience aligned with Jaguar Land Rover's Modern Luxury brand and tone of voice. The program now features elevated visuals, language and enhanced formats, including half-fold mailers and postcards, designed to feel more dynamic, engaging, and distinctly premium—delivering a seamless, cohesive presence across every customer touchpoint.



Postcard Samples



Email Samples



Half Fold Samples