VOLVO

Epsilon®

Aftersales Marketing Solution

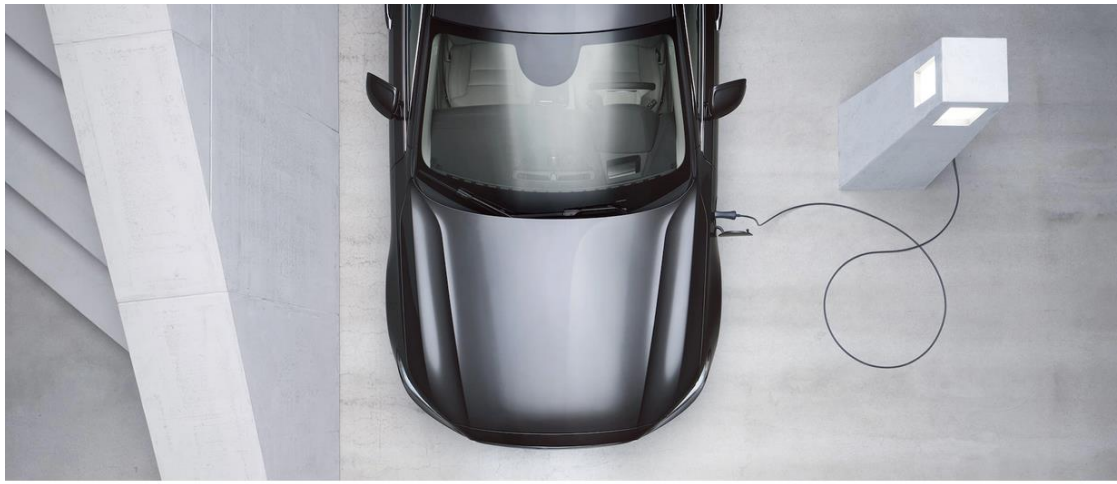
A powerful, integrated multi-channel platform that maximizes your revenue.

The Volvo (AMS) 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.

Volvo AMS program

Volvo's AMS 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 AMS 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 Volvo AMS 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.



Service Cadence 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 Volvo retailer.

Stronger Engagement

Expanded Education

More Customer Connection

Improved Response

All New Portal

New Data Insight

Put more power in your marketing.

VOLVO

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Volvo AMS 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.

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 Volvo 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 Volvo AMS program will begin that long-lasting relationship.

Volvo 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 Volvo AMS 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.

Inactive Volvo Customers – 12 to 18 months

It is the unfortunate fate that every dealership will lose customers over time for many different reasons. The Volvo AMS 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.

Defector 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 Volvo AMS 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 Volvo AMS program.

Volvo AMS is available in direct mail and e-mail.
See your representative for complete details.

Building customer experience with Volvo AMS

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

Benefits

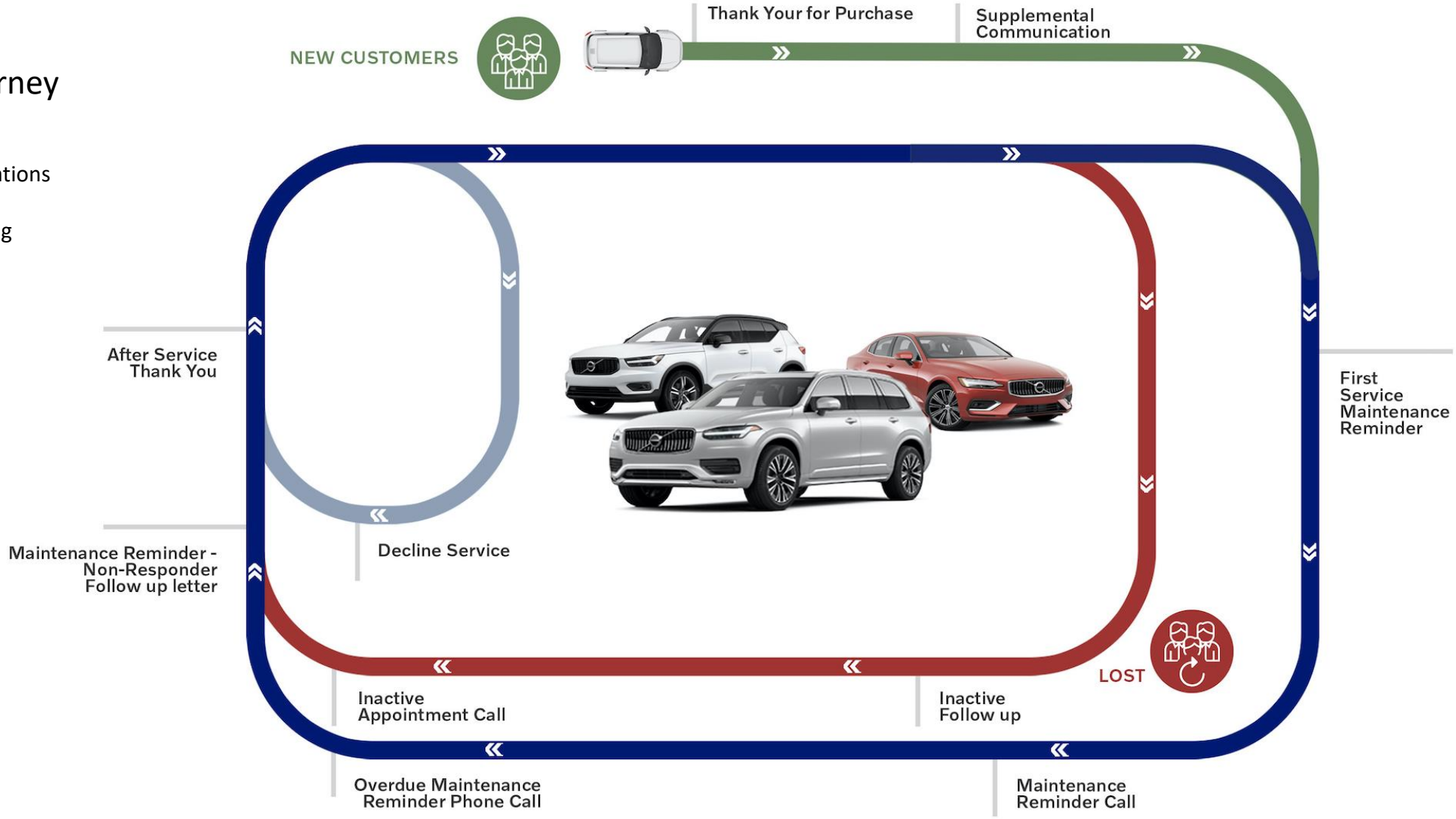
- Consistent, timely and personal communication.
- Each touchpoint delivers a tailored/relevant message to customer.
- Continuous education around the benefits of "Why Service at your Volvo Retailer."
- Increases customer pay – (Labour and Part Sales).
- Minimizes the amount of defection and cross shopping.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

Volvo’s Customer Journey

Integrated Life Cycle Communications

- Relevant and timely messaging
- Multi-channel always on

Onboarding Conquest
Retention / Up-sell /
Repurchase / Win Back



Targeted communications with extraordinary results

The Volvo 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 9 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 their benefits, you must be enrolled in the Volvo AMS Program.

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

On average Volvo AMS program delivers:

Total CP Sales Per Response

$375.22

Average ROI

$43.75

Increase in Generated Revenue

41%

VOLVO

Thank you for letting us service your Volvo.

1149-0001
Ms. Jennifer Lort
85 Sugar Lake Rd
Cherryville BC V0E 2G1

Dear [CUSTOMER NAME]:

Thank you for choosing [SAMPLE VOLVO] for the care of your [YEAR] [MODEL]. During your most recent visit, our technicians identified and suggested maintenance needed to keep your Volvo performing at its very best.

Those maintenance service/repairs are:
[Declined service variable]

Your Volvo is a valuable asset. Addressing maintenance issues like these promptly can extend the life of your investment and help save you money down the road. So why wait? Start saving right now with the attached service discount offer. And remember that our Service Technicians receive the most current factory training and only use Volvo Genuine Parts. It's all part of the added value and expert service you'll find at [SAMPLE VOLVO].

Call today or go on-line to schedule an appointment.

Sincerely,

[Dealer Contact Name]
[Dealer Contact Title]
Phone: [XXX-XXX-XXXX]
Toll-Free: [XXX-XXX-XXXX]
[DEALER WEBSITE]

My Volvo Experience.

When you own a Volvo, you get much more than a car. You get My Volvo — an ownership experience designed to help you worry less and enjoy more, so you can focus on the things that matter most. My Volvo gives you access to a vast collection of features and benefits that makes owning a Volvo truly enjoyable, from start to finish. From high-quality repairs to personal service and lifestyle perks — together these experiences free you up to focus on the things that matter most.

My Volvo. Life is precious. So is living.

*Only available on model year 2015.5 and newer; active Volvo On Call subscription is required. European specification vehicles shown. Vehicle shown with optional equipment at an additional cost. ©2021 Volvo Cars of Canada Corp. Printed in Canada. All rights reserved.

[Dealer Name]
[COUPON NAME]

[XX% Off]

[Coupon Description]

No cash value. Must present offer at time of service. Cannot be combined with any other offer. Volvo vehicles only. Void where prohibited by law. Offer expires [XX/XX/XX].

Easily book your next service appointment with a few taps in your Volvo on Call app,* visit our website, or give us a call.

[SAMPLE VOLVO]
[ADDRESS]
[CITY], [PROVINCE]
[POSTAL CODE]
[DEALER WEBSITE]

Service Hours:
Mon. - Thu.: [X:XX AM - X:XX PM]
Fri.: [X:XX AM - X:XX PM]
Sat.: [X:XX AM - X:XX PM]
Sun.: Closed

We also offer these conveniences:

- Car rental
- Shuttle service
- Online scheduling
- Free Wi-Fi
- Business Center
- Car wash

VOLVO

No one knows your Volvo like we do

SPECIAL SAVINGS OFFER INCLUDED

1149-0001
Ms. Jennifer Lort
85 Sugar Lake Rd
Cherryville BC V0E 2G1

Expert service goes a long way.

Dear [CUSTOMER NAME] :

The staff at [SAMPLE VOLVO] sincerely thank you for purchasing your Volvo [MODEL]. Since you may still be getting to know your vehicle, please accept this open invitation to stop by and have us personally demonstrate its unique features for you. If you have any questions, we'll answer them right away.

In addition, we want to assure you that we are here to provide the utmost in quality service for the life of your Volvo [MODEL]. To help you care for your valuable investment through regular maintenance, [SAMPLE VOLVO] will send you timely reminders regarding the recommended service intervals for your vehicle. We will include money-saving service offers, too.

We're committed to meeting all your future needs and earning your loyalty by providing the very best in customer service. As you receive our maintenance reminders in the months and years to come, please contact us to arrange an appointment. Thanks again.

Sincerely,

[Dealer Contact Name]
[Dealer Contact Title]
Phone: [XXX-XXX-XXXX]
Toll-Free: [XXX-XXX-XXXX]
[DEALER WEBSITE]

P.S. Be sure to check out our website for the outstanding assortment of accessories designed to enhance your Volvo. Buy your accessories and have them installed here.

My Volvo Experience.

When you own a Volvo, you get much more than a car. You get My Volvo — an ownership experience designed to help you worry less and enjoy more, so you can focus on the things that matter most. My Volvo gives you access to a vast collection of features and benefits that makes owning a Volvo truly enjoyable, from start to finish. From high-quality repairs to personal service and lifestyle perks — together these experiences free you up to focus on the things that matter most.

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[SAMPLE VOLVO]
[COUPON NAME]

[XX% Off]

[Coupon Description]

No cash value. Must present offer at time of service. Cannot be combined with any other offer. Volvo vehicles only. Void where prohibited by law. Offer expires [XX/XX/XX].

Enjoy the benefits of Volvo Service For Life at [SAMPLE VOLVO]:

- Life time Parts & Labour Warranty*
- Technical Software Updates**
- Complimentary Diagnostics
- Alternative Transportation
- Complimentary Car Wash

To learn more, visit **ServicebyVolvocars.com**

*See dealer for details. **New software required as part of a repair or accessory installation is not included.

Easily book your next service appointment with a few taps in your Volvo on Call app,* visit our website, or give us a call.

[SAMPLE VOLVO]
[ADDRESS]
[CITY], [PROVINCE]
[POSTAL CODE]
[DEALER WEBSITE]

Service Hours:
Mon. - Thu.: [X:XX AM - X:XX PM]
Fri.: [X:XX AM - X:XX PM]
Sat.: [X:XX AM - X:XX PM]
Sun.: Closed

We also offer these conveniences:

- Car rental
- Shuttle service
- Online scheduling
- Free Wi-Fi
- Business Center
- Car wash

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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.

Customer retained
12.9%

Average spend per RO
$449

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.

Response rate
10.53%

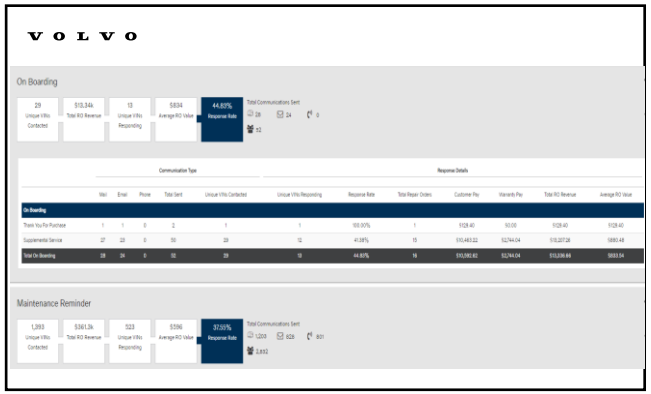
Average spend per RO
$809

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 Volvo 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 VOLVO 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 (AMS), and Retailer service objectives (Categories of data, marketing and retention).

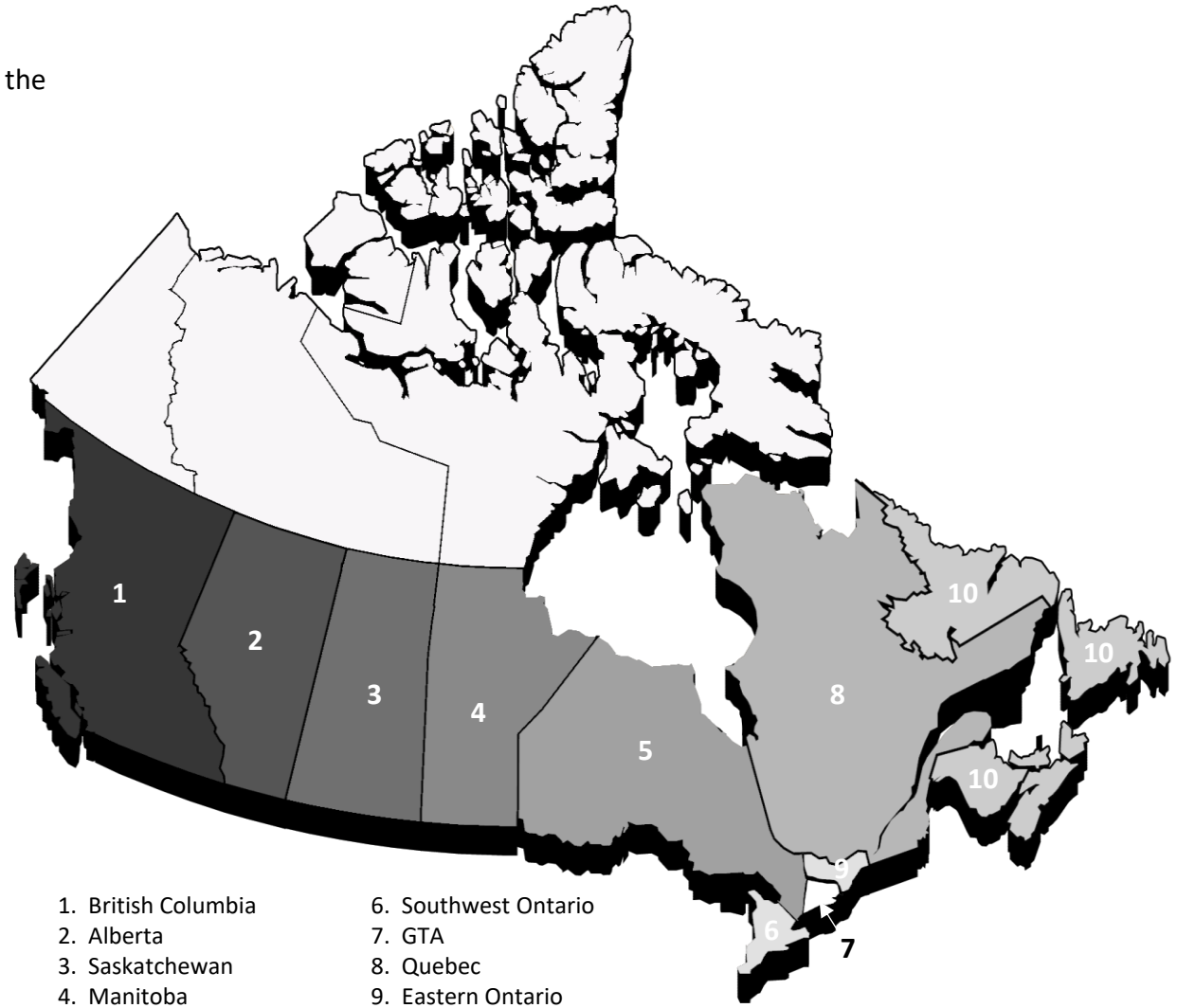
Marketing Support Team (MSR)
Will assist in program maintenance and support. These 5 members are an extension of your dealership. They are there to help you drive and build loyalty, and enhance customer experience. They are a fluid team that works in tandem to support your success, data insights, opportunities 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.

VOLVO

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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

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Contact Program Headquarters for more information

1-877-641-6154