

## CLIENT RETENTION SERVICE MARKETING PROGRAM

INFINITI Service Drive combines our tried-and-true loyalty CRM techniques with a full suite of benefits for our most comprehensive service marketing program ever. It's designed to help you retain Clients right from the start in order to drive service-lane traffic, maximize revenue and prevent Client defection.

### PROGRAM BENEFITS:

- Retailer Social and Online Display Advertising
- Customizable On-Demand Templates
- SMS, In-App Messaging, and In-Vehicle Messaging Channel Extensions
- Unique Communication Based on VIN Behavior
- Reduce Redundancy of Spend and Communications
- Retailer Portal Enhancements
- Client Demographic Targeted Creatives



**Note:** Creative samples can be found in the Resources section of the Service Marketing Portal

### PROVEN RESULTS TO INCREASE TRAFFIC:

The average Retailer enrolled in Service Drive generates

**496 more CPROS** in a year than an unenrolled Retailer  
(as of 9/2023 - 8/2024)

Of Zero Visit Maintenance responders,

**19.2% had a return visit** within 180 days

**\$1,089** The returners averaged in CP spend

**5.7%** higher Service Retention rate for INFINITI Retailers consistently enrolled in ZVM/SOC

additional  
**\$271K** in customer pay spend over a year  
(on average)  
(as of 9/2023 - 8/2024)

Of Second Owner responders,

**24.4% had a return visit** within 180 days

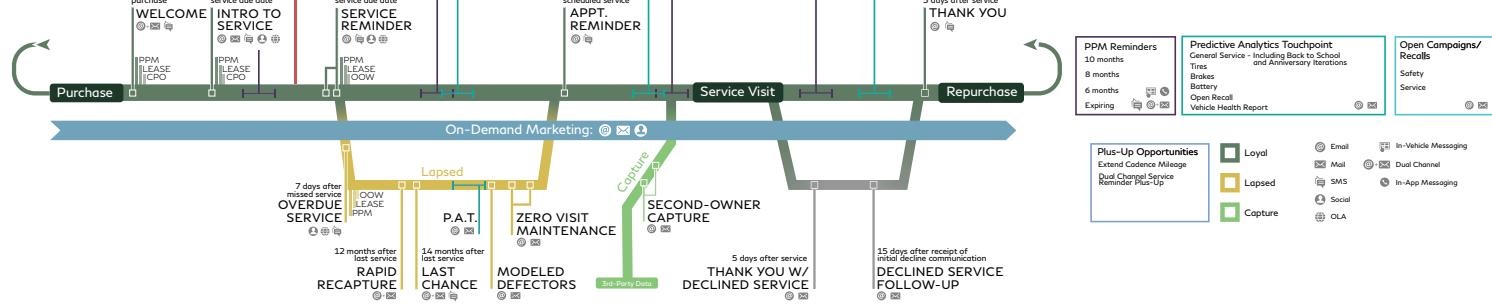
**\$1,003** The returners averaged in CP spend

1 ppt in Retention Rate equals  
**\$40K** in CP Revenue annually

### HOW TO ENROLL IN SERVICE DRIVE

To enroll in INFINITI Service Drive and unlock all program benefits, contact Program Headquarters (PHQ) today at **(800) 868-4797** or [INFINITIProgramHeadquarters@SupportCenter.net](mailto:INFINITIProgramHeadquarters@SupportCenter.net), or reach out to your Epsilon Marketing Consultant (EMC).

Retailers will only need to enroll one time and will remain enrolled until Retailer unenrolls. Retailers will have access to update their offer selections throughout the program. Enrollment will be available on the Service Marketing Portal at <https://infinitiservicemktg.com>.



## STRATEGICALLY REACH CLIENTS AT KEY MOMENTS OF THEIR SERVICE LIFECYCLE

### LOYAL PHASE

#### ✉️ @ 📲 WELCOME

Thanks your Clients for purchasing from your Retailer and reinforces that your commitment to them goes well beyond the sale.

#### ✉️ @ 📲 INTRO TO SERVICE

Highlights the benefits of always choosing your Retailer for service, right from the start.

#### ✉️ @ 📲 SERVICE REMINDER

Reminds Owners that their INFINITI is due for its next maintenance interval.

#### ✉️ @ 📲 APPOINTMENT REMINDER

Reminds Owners of an upcoming service visit.

#### ✉️ @ 📲 THANK YOU

Thanks Owners for their recent service visit at your Retailer.

#### ✉️ @ MODELED TRIGGERS

Reaches Owners who are inactive/defectors, active but at risk of defecting, and active/loyal.

Our advanced predictive modeling identifies Owners with a high likelihood of needing the following services:

- Brakes
  - Battery
  - Tires
  - General Service
- Plus seasonal versions for Anniversary and Back to School.

#### ✉️ 📲 THANK YOU WITH DECLINE

Thanks Owners for their recent service visit and reminds them of the recommended service they declined (tires, brakes, batteries or general service).

#### ✉️ 📲 DECLINED SERVICE FOLLOW-UP

Reminds Owners to come back to your Retailer to have their declined service (tires, brakes, batteries or general service) completed.

#### 📞 ✉️ @ PREPAID MAINTENANCE REMINDERS

Reminds Owners to use their prepaid maintenance plan to schedule service. Sent up to four times when Owners have not been in for service in 6/8/10 months and 60 days from their plan expiration.

#### ✉️ @ RECALLS

Notifies Owners of any open recalls on their INFINITI.

### LAPSED PHASE

#### ✉️ 📲 OVERDUE FOR SERVICE

Prompts Owners when a service interval has been missed.

#### ✉️ @ RAPID RECAPTURE

Reaches Owners who have not been in for service in 12 months and attempts to bring them back.

#### ✉️ @ 📲 LAST CHANCE

Reaches Owners who have not been in for service in 14 months and attempts to bring them back.

#### ✉️ @ 📲 MODELED DEFECTORS (>/< 8 YEARS)

Our advanced predictive modeling identifies lapsed Owners who have not been into a Retailer in at least 16 months.

#### ✉️ @ ZERO VISIT MAINTENANCE (ADDITIONAL MONTHLY COST)

Monthly campaign to drive retention by targeting Zero-Visit Owners (those who have not serviced their vehicle in 13+ months) and At-Risk Retained Owners.

### CAPTURE PHASE

#### ✉️ @ SECOND OWNERS (ADDITIONAL MONTHLY COST)

Identifies and converts orphan INFINITI owners who bought second-hand and are considered "unknown" to your Retailer.