

Customer Retention Service Marketing Program

Nissan 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 Customers right from the start in order to drive service-lane traffic, maximize revenue and prevent Customer defection.

PROGRAM BENEFITS:

- Dealer Social and Online Display Advertising
- Customizable OnDemand Templates
- SMS, In-App Messaging, and In-Vehicle Messaging Channel Extensions
- Unique Communication Based on VIN Behavior
- Reduce Redundancy of Spend and Communications
- Dealer Portal Enhancements
- Customer 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 Dealer enrolled in Service Drive generates

855 more CPROs in a year than an unenrolled Dealer (as of 9/2023 - 8/2024)

Of Zero Visit Maintenance responders,

17.2% had a return visit within 180 days

\$650 The returners averaged in CP spend

Nissan dealerships consistently enrolled in ZVM/SOC have 6.9% higher Service Retention rate than those that have never enrolled.

The average Dealer enrolled in Service Drive generates

\$275K additional in customer pay spend (on average) over a year (as of 9/2023 - 8/2024)

Of Second Owner responders,

19.3% had a return visit within 180 days

\$641 The returners averaged in CP spend

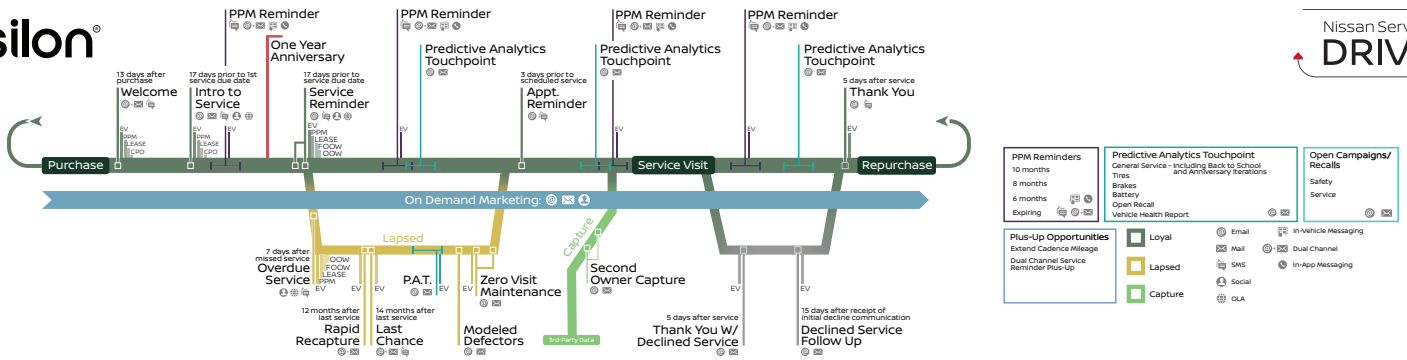
1 ppt increase in Retention Rate equals

\$46K annually in CP Revenue

How to Enroll in Service Drive

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

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



STRATEGICALLY REACH CUSTOMERS AT KEY MOMENTS OF THEIR SERVICE LIFECYCLE

Loyal Phase

- WELCOME**
Thanks your Customers for purchasing from your Dealer and reinforces that your commitment to them goes well beyond the sale.
- INTRO TO SERVICE**
Highlights the benefits of always choosing your Dealer for service, right from the start.
- SERVICE REMINDER**
Reminds Owners that their Nissan 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 Dealer.
- 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 Dealer 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 Nissan.

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 Dealer in at least 16 months.
- ZERO VISIT MAINTENANCE* (ADDITIONAL MONTHLY PRICE)**
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.

Conquest Phase

- SECOND OWNERS* (ADDITIONAL MONTHLY PRICE)**
Identifies and converts orphan Nissan owners who bought second-hand and are considered "unknown" to your Dealer.