

EPSILON AUTOMOTIVE CANADA

AFTERSALES CRM

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EPSILONCONNECT

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NEW OWNER CREATED

Visiting Owners Welcome
 Timing: Within 7 days from closed RO
 Media Channel: Direct Mail

or

Thank you for Purchase
 Timing: 0 days after delivery date
 Media Channel: Direct Mail /Email

Sales CSI Follow-Up
 Timing: 2 days from purchase date
 Media Channel: Phone

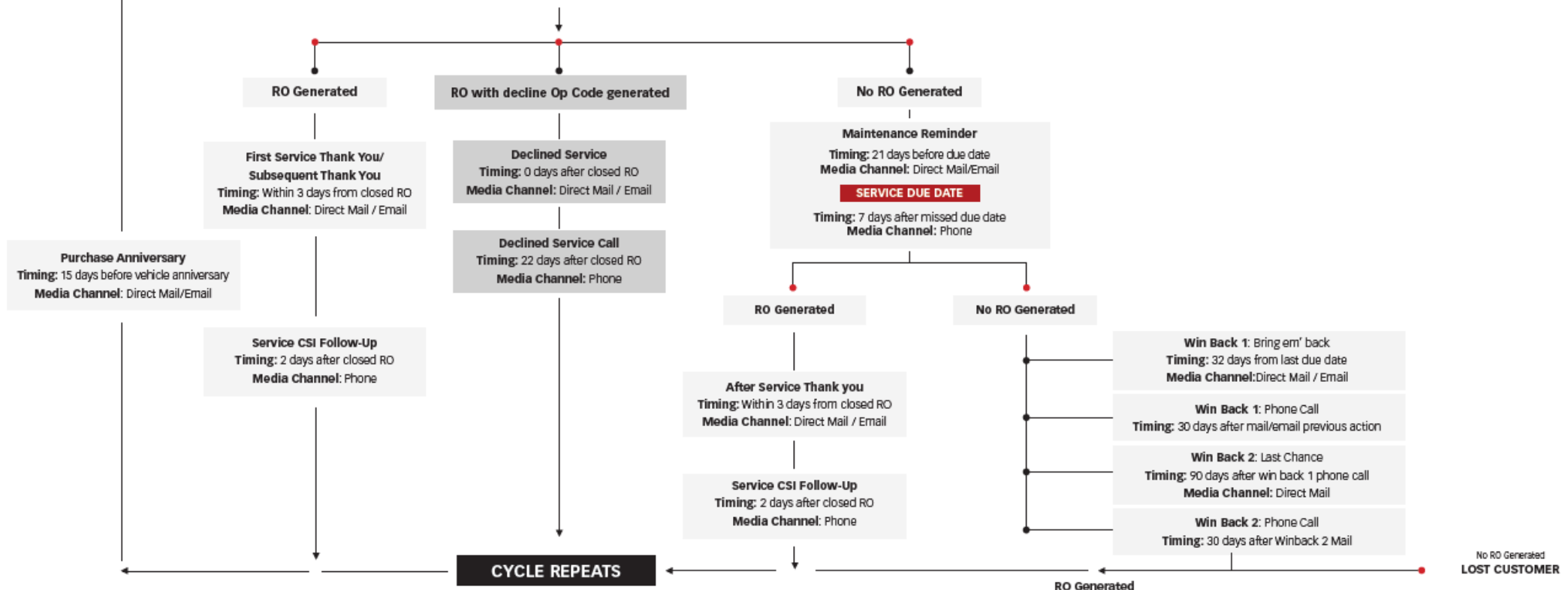
First Service/Maintenance Reminder
 Timing: 21 days before due date
 Media Channel: Direct Mail/Email

SERVICE DUE DATE

Timing: 7 days after missed due date
 Media Channel: Phone

CUSTOMER JOURNEY

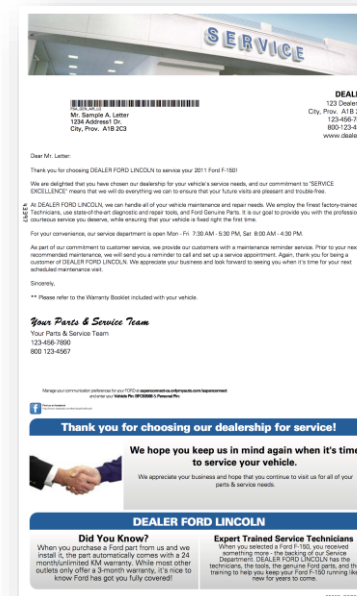
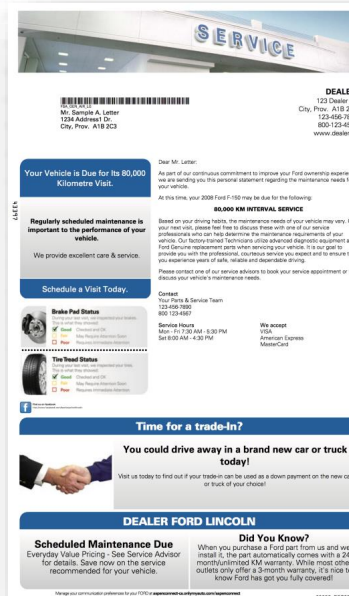
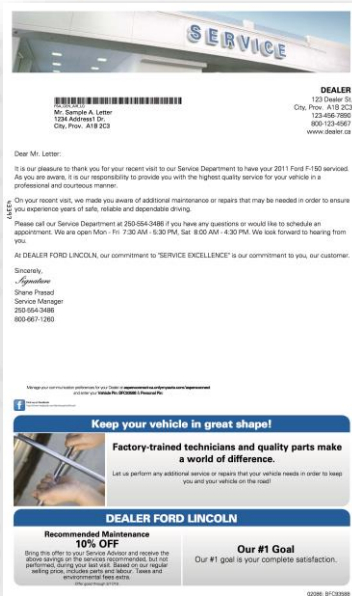
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No RO Generated
LOST CUSTOMER

VARIABLE LETTERS / EMAILS

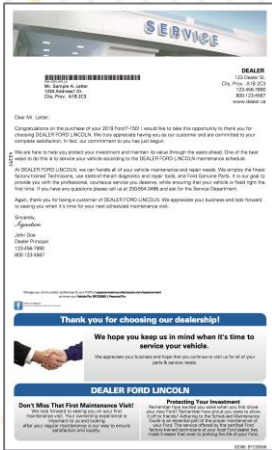
The EpsilonConnect Program utilizes the industry's most flexible letters/Emails, sending variable vehicle and mileage specific messages to your customers at the right time, every time. From vehicle possession, service and subsequent re-purchase we maintain your customer relationships.



DELIVER THE RIGHT MESSAGE.

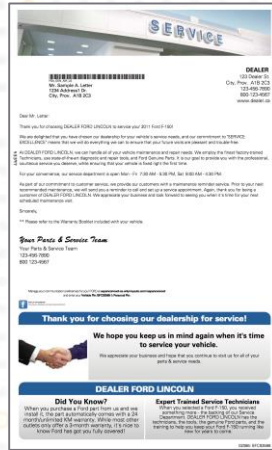
EPSILON^{connect}

Welcome/ Thank you for Purchase



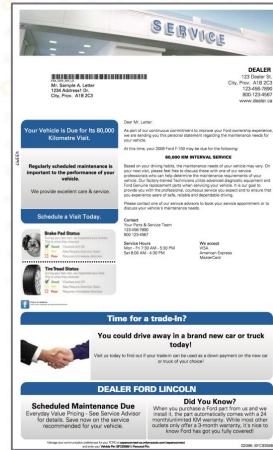
Timing: 0 days after delivery date
Media Channel: Direct Mail / Email

Visiting Owner Welcome Letter



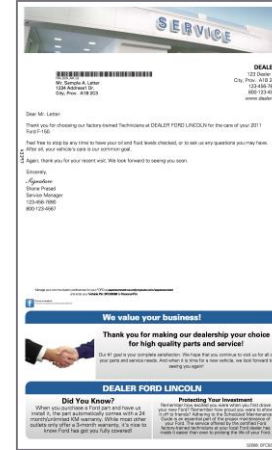
Timing: Within 7 days from closed RO
Media Channel: Direct Mail / Email

Maintenance Reminder Letter



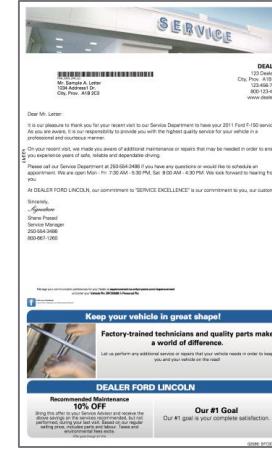
Timing: 21 days before due date
Media Channel: Direct Mail/Email
Timing: 7 days after missed due date
Media Channel: Phone

First Service Thank You & Subsequent Service Thank you



Timing: Within 3 days from closed RO
Media Channel: Direct Mail / Email

Declined Service



Timing: 0 days after closed RO
Media Channel: Direct Mail / Email
Timing: 22 days after closed RO
Media Channel: Phone

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EDUCATE & UTILIZE AS A SELLING TOOL

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Themes

Customized targeted messaging is now driven by customer behavior and not limited to time, vehicles kilometers or service due date.

Brand Compliance

With 24 different colour treatments, we can help ensure your communications meet yours and your OEM's brand standards.

Targeted Messaging

Brake & Tire Graphs

Graphs with wear indicators to help merchandise high margin items.

Billboard Banner Messaging

New banner area features "Smart Messaging" that coincides with both customer and vehicle lifestyle.

Customizable Marketing Panels

DEALER
123 Dealer St.
City, Prov. A1B 2C3
123-456-7890
800-123-4567
www.dealer.ca

Mr. Sample A. Letter
1234 Address1 Dr.
City, Prov. A1B 2C3

Your Vehicle is Due for its 80,000 Kilometre Visit.

Dear Mr. Letter:
As part of our continuous commitment to improve your Ford ownership experience, we are sending you this personal statement regarding the maintenance needs for your vehicle.

At this time, your 2008 Ford F-150 may be due for the following:

80,000 KM INTERVAL SERVICE

Based on your driving habits, the maintenance needs of your vehicle may vary. On your next visit, please feel free to discuss these with one of our service professionals who can help determine the maintenance requirements of your vehicle. Our factory-trained Technicians utilize advanced diagnostic equipment and Ford Genuine replacement parts when servicing your vehicle. It is our goal to provide you with the professional, courteous service you expect and to ensure that you experience years of safe, reliable and dependable driving.

Please contact one of our service advisors to book your service appointment or to discuss your vehicle's maintenance needs.

Schedule a Visit Today.

Contact:
Your Parts & Service Team
123-456-7890
800-123-4567

Brake Pad Status
Driving your vehicle with worn brake pads can affect your safety and increase your risk of an accident.
✓ Good Checked and OK
✗ Poor May Require Attention Soon
Requires immediate attention

Tire Tread Status
Driving your vehicle with worn tires can affect your safety and increase your risk of an accident.
✓ Good Checked and OK
✗ Poor May Require Attention Soon
Requires immediate attention

Time for a trade-in?
You could drive away in a brand new car or truck today!
Visit us today to find out if your trade-in can be used as a down payment on the new car or truck of your choice!

DEALER FORD LINCOLN

Scheduled Maintenance Due
Everyday Value Pricing - See Service Advisor for details. Save now on the service recommended for your vehicle.

Did You Know?
When you purchase a Ford part from us and we install it, the part automatically comes with a 24-month/unlimited KM warranty. While most other outlets only offer a 3-month warranty, it's nice to know Ford has got you fully covered!

Manage your communication preferences for any FORD or EPSILON^{connect} at myinfo.ford.com/epsilonconnect or change your Vehicle ID: BFC02088333 Personal ID: 02086: BFC030588

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ENTERPRISE REPORTING

Epsilon's Online Portal provides the tangible data to back up your customer retention efforts. We provide the in-depth reporting that you require to run your business efficiently.

Epsilon's online reporting tool includes, but is not limited to:

- Web-based sales and service retention reporting interface
- Dynamic report filters
- Robust and scalable hosting infrastructure
- Dealer level access
- Integration with third party vendor who manages OEM's customer database
- Downloadable reports via standard file format (Excel, PDF, etc.)
- Matching and reporting to the dealership customer/VIN level Customer contact list generation based on dealer selection criteria

GAIN DETAILED INSIGHTS ON:

- ✓ Program response & trending (12 months)
- ✓ Return on investment
- ✓ CP \$'s Generated
- ✓ Customer R/O details & history and much more!



FIELD TEAM & PROGRAM HEADQUARTERS SUPPORT

When you join EpsilonConnect, we will introduce you to your Field Rep and “MSR” or Marketing Services Representative.

These individuals are your internal Epsilon support representative dedicated to providing you insight into your monthly reports. Trained in the ability to seek out opportunities and weakness in your dealerships reporting, your MSR will be in touch monthly to review your reports and share key insight into your service trends.

Also utilize your Epsilon representative to assist in the creation of Targeted Direct Mail, Email or Telephony campaigns to your sale & service customers. From data extraction to creative consultation they are here to help you from start to finish.

