

V O L V O

VOLVO ACR

AFTERSALES CUSTOMER RETENTION

EPSILON®

Automotive

CUSTOMER JOURNEY

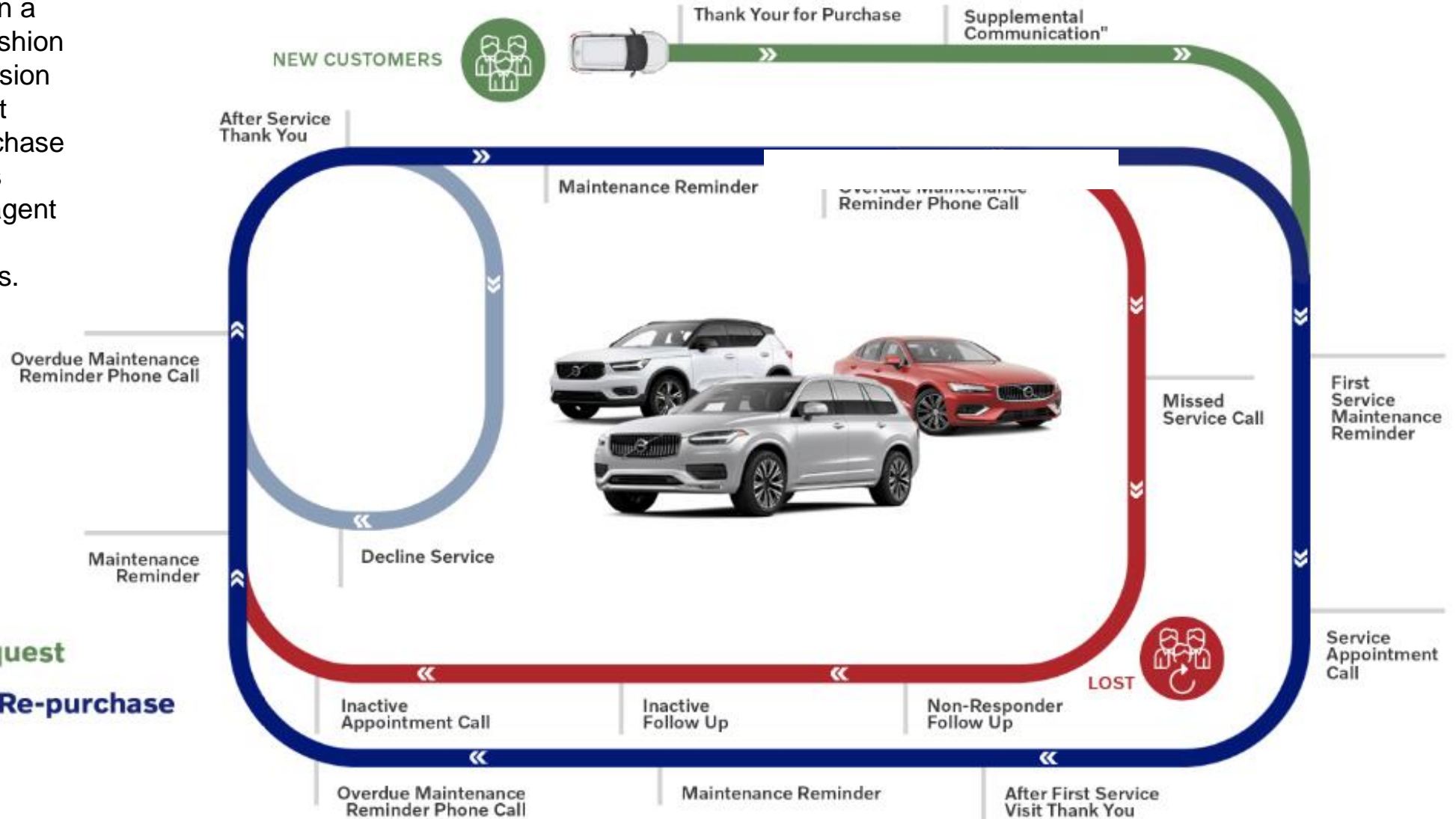
V O L V O

Epsilon's ACR 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 re-purchase phase. The ACR program uses strategic mail, e-mail and live agent telephone calls to build and maintain customer relationships.

Onboarding Conquest

Retention Upsell Re-purchase

Win-back

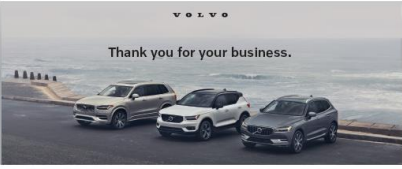


VARIABLE LETTERS / EMAILS

V O L V O

The ACR 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.

Thank you for your business.



There's more to life than a Volvo. There's driving with family and friends, stop and go traffic, tailgating at the stadium, running last minute errands. Keeping your Volvo a Volvo. That's why you choose Volvo Genuine Service.

Dear [CUSTOMER NAME],

Thank you for choosing [SAMPLE VOLVO] for the care of your [YEAR] [MODEL].

Your Volvo is a wonderful vehicle and a valuable investment. Keeping it in optimum condition is a responsibility we take very seriously. Volvo's factory-trained technicians have what it takes to ensure the very best care for your car.

The appearance of owning a Volvo comes with numerous rewards and treated well, it will give you many years of driving pleasure. Your Volvo service team is ready to help you make the most of them. We look forward to seeing you at your next service visit.

Sincerely,

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

Volvo Genuine Service and great savings. We feature:

- Technicians with the most current factory training
- Expert inspection/evaluation
- Factory technical procedures
- Volvo diagnostic equipment
- Volvo quality tools
- Volvo Genuine Parts
- Lifetime warranty on parts and service*

Quickly book your next service appointment with a few taps in your Volvo or Cell app.* Visit our website, or give us a call.

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

Service Hours:
Mon. - Thu. [XXXX AM - XXX PM]
Fri. [XXXX AM - XXX PM]
Sat. [XXXX AM - XXX PM]
Sun. Closed

We also offer these conveniences:

- Car wash
- Mobile service
- Online scheduling
- Free Wi-Fi
- Business Center
- Car wash

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 enjoy, live 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 make owning a Volvo truly enjoyable, from start to finish. From high-quality repairs to personal service and friendly parts — together these experiences have you up to focus on the things that matter most.

My Volvo. Life is precious. So is living.

*This website is available 24/7 and requires a valid Volvo ID. All vehicles are equipped. Equipment specifications, features, availability, prices and other information are subject to change without notice. ©2019 Volvo Cars of Canada Inc. Dealer Name and logo are trademarks.

No one knows your Volvo like we do
SPECIAL SAVINGS OFFER INCLUDED

[CUSTOMER NAME]
[CUSTOMER NAME]
[CUSTOMER NAME]
[CUSTOMER NAME]

Expert service goes a long way.

Dear [CUSTOMER NAME],

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

In addition, we want to assist you that we are here to provide the utmost in quality service for the rest of your life. [SAMPLE VOLVO] To help you care for your vehicle's 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 saving you time by providing the very best in customer service. As you require our maintenance services 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]

It's so easy to check out our website for the outstanding assortment of accessories designed to enhance your Volvo. Stay your accessories and have them installed here.

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[Dealer Name]
[CUSTOMER NAME]
[CUSTOMER NAME]
[CUSTOMER NAME]

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

- Lifetime Parts & Labor Warranty*
- Complimentary Diagnostics
- Alternative Transportation
- Complimentary Car Wash

To learn more, visit [RetailerMyVolvo.com](#)

Quickly book your next service appointment with a few taps in your Volvo or Cell app.* Visit our website, or give us a call.

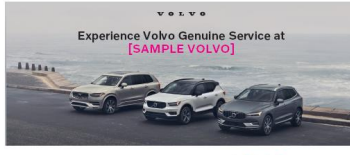
[SAMPLE VOLVO]
ADDRESS
CITY [PROVINCE]
[PROVINCE CODE]
[DEALER WEBSITE]

Service Hours:
Mon. - Thu. [XXXX AM - XXX PM]
Fri. [XXXX AM - XXX PM]
Sat. [XXXX AM - XXX PM]
Sun. Closed

We also offer these conveniences:

- Car wash
- Mobile service
- Online scheduling
- Free Wi-Fi
- Business Center
- Car wash

Experience Volvo Genuine Service at [SAMPLE VOLVO]



Maintaining your Volvo has never been so easy... or affordable! Come in and enjoy money-saving offers.

Dear [CUSTOMER NAME],

According to our records, Scheduled Maintenance may be overdue on your [YEAR] Volvo [MODEL].

[XX% Off]
[Coupon Description]

Volvo 10,000 KILOMETRE MAINTENANCE SERVICE

Why bother to postpone the performance your Service Team provides at [SAMPLE VOLVO]?

Because...

Call or visit us online to schedule an appointment today.

Sincerely,

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

Quickly book your next service appointment with a few taps in your Volvo or Cell app.* Visit our website, or give us a call.

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

Service Hours:
Mon. - Thu. [XXXX AM - XXX PM]
Fri. [XXXX AM - XXX PM]
Sat. [XXXX AM - XXX PM]
Sun. Closed

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- Online scheduling
- Free Wi-Fi
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[Dealer Name]
[CUSTOMER NAME]
[CUSTOMER NAME]
[CUSTOMER NAME]

EDUCATE & UTILIZE AS A SELLING TOOL

V O L V O

Brand Compliance

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

Themes

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

Experience Volvo Genuine Service at
[SAMPLE VOLVO]

Maintaining your Volvo has never been so easy... or affordable! Come in and enjoy money-saving offers.

Dear [CUSTOMER NAME]:
According to our records, Scheduled Maintenance may be overdue on your [YEARS] Volvo [MODEL].
100,000 KILOMETRE MAINTENANCE SERVICE
We invite you to experience the professionalism our Service Team provides at [SAMPLE VOLVO].
Call or visit us online to schedule an appointment today.

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 2015.1 and newer active Volvo On Call subscription is required. Complete your registration and activation. Vehicle shown with optional equipment at an additional cost. ©2015 Volvo Cars of Canada Corp. Printed in Canada. All rights reserved.

[DEALER NAME]
[COUPON NAME]
[XX% Off]
[Coupon Description]

[DEALER NAME]
[COUPON NAME]
[XX% Off]
[Coupon Description]

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: [XXX AM - XXX PM]
Fri: [XXX AM - XXX PM]
Sat: [XXX AM - XXX PM]
Sun: Closed

We also offer these conveniences:

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

*****@*****
25029 428
Sample A. Sample
123 Main Street
Anytown, US 1234
.....

Targeted Messaging

Customizable Marketing Panels

EPSILON®

Automotive

ENTERPRISE REPORTING

V O L V O

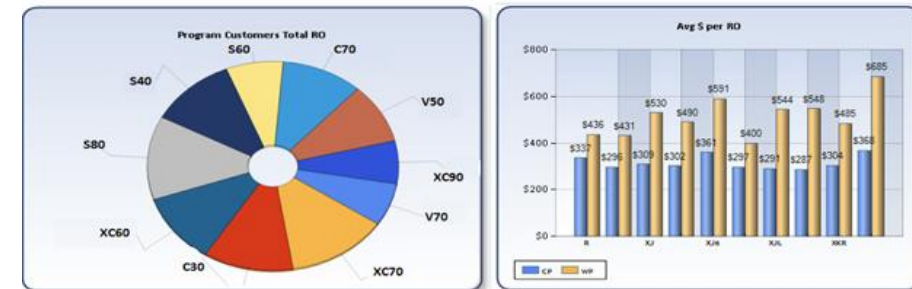
Epsilon's Online Portal provides the tangible data to back up your customer retention efforts. We provide the in-depth reporting that you require to run your business efficiently.

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!



EPSILON®

Automotive

FIELD TEAM & PROGRAM HEADQUARTERS SUPPORT

V O L V O

When you join Volvo ACR, 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.



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