

# EPSILON marketing solutions help dealers convert DECLINED SERVICES into sales...

EPSILON®



## Improve Retention and Customer Pay

### Re-engage declined service customers at the right time with the right message.

- Epsilon offers a turn-key EM/DM cadence solution sent the next day and 8 days after our receipt of the closed RO
- Epsilon also offers EM/DM campaigns with customized dealer offers, which can be deployed at any time to meet your scheduling needs

## CURRENT TOYOTA DEALERS ARE SEEING

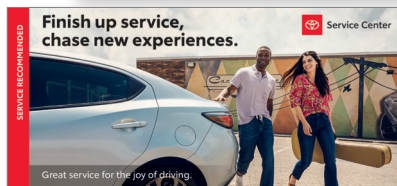
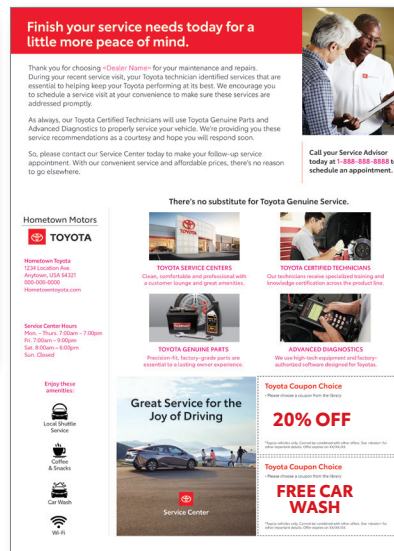
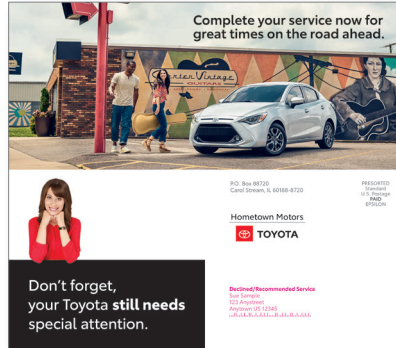
- Over 10% response rate on Declined Services communications
- Average CPRO of \$448



## Program Reporting

View customer level detail for target lists BDC's can use for follow-up

## Declined Service Mail and Email



Epsilon is a known partner with a commitment to support all current and future needs – at an **affordable cost**

Turn-Key Solutions, Online Reporting Portal, Endless Creative Possibilities, OnDemand Email & Mail Platforms

Please contact your local Dealer Marketing Consultant or Epsilon Program Headquarters at 877-400-0433