



HYUNDAI smartconnect

EPSILON®

Automotive

NEW OWNER CREATED

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

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

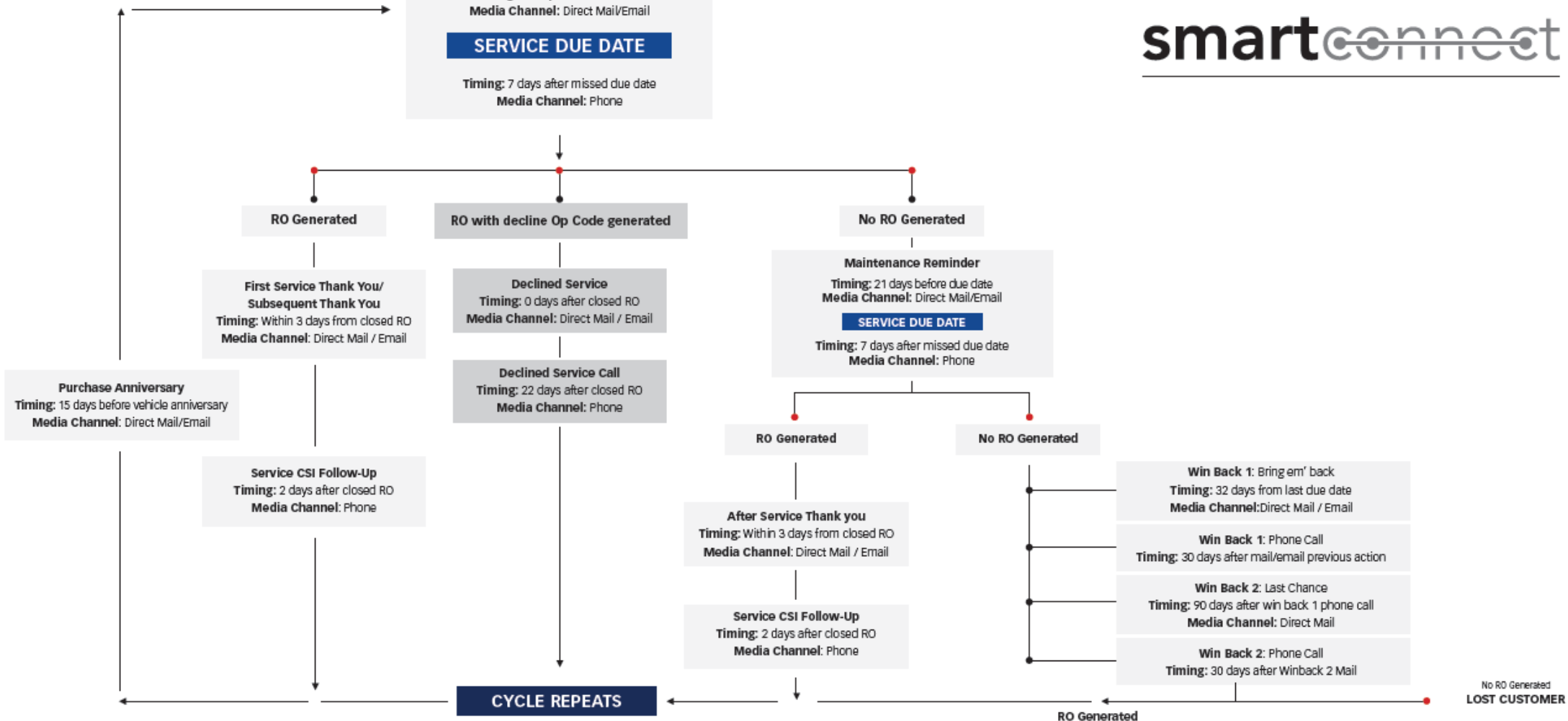
Sales CSI Follow-Up
 Timing: 2 days from purchase date
 Media Channel: Phone

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

SERVICE DUE DATE

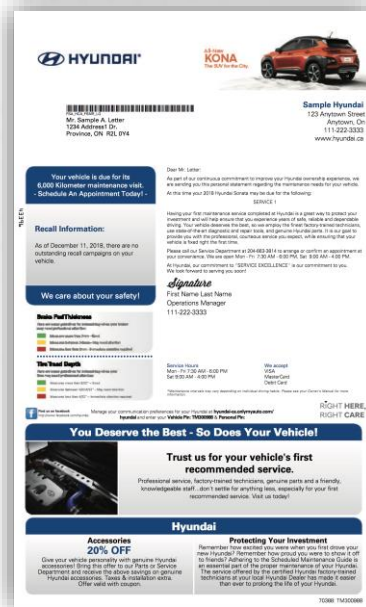
Timing: 7 days after missed due date
 Media Channel: Phone

CUSTOMER JOURNEY
smartconnect



VARIABLE LETTERS / EMAILS

The Hyundai SmartConnect 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.

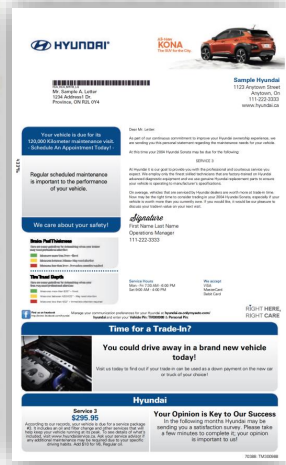
Welcome/ Thank you for Purchase

Visiting Owner Welcome Letter

Maintenance Reminder Letter

First Service Thank You & Subsequent Service Thank you

Declined Service



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

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

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

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

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

EDUCATE & UTILIZE AS A SELLING TOOL



Themes

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

Brake & Tire Graphs

Graphs with wear indicators to help merchandise high margin items.

Customizable Marketing Panels

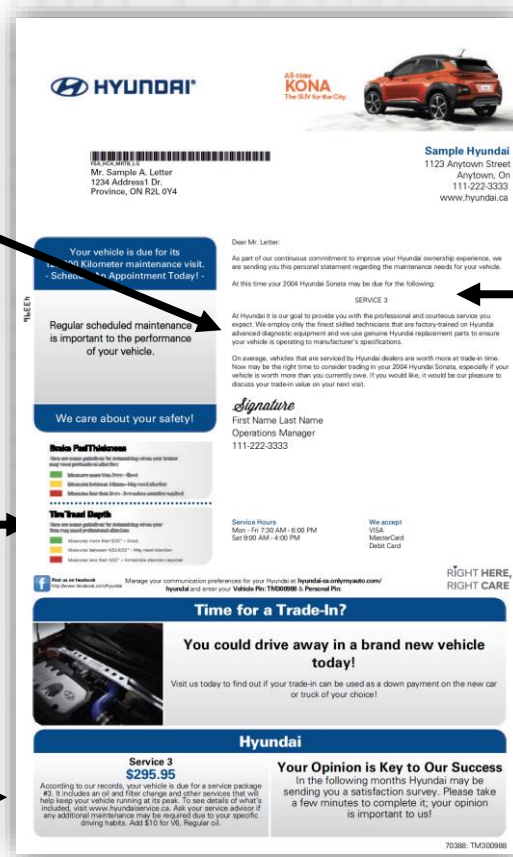
Brand Compliance

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

Targeted Messaging

Billboard Banner Messaging

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



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 Hyundai SmartConnect, 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.

