



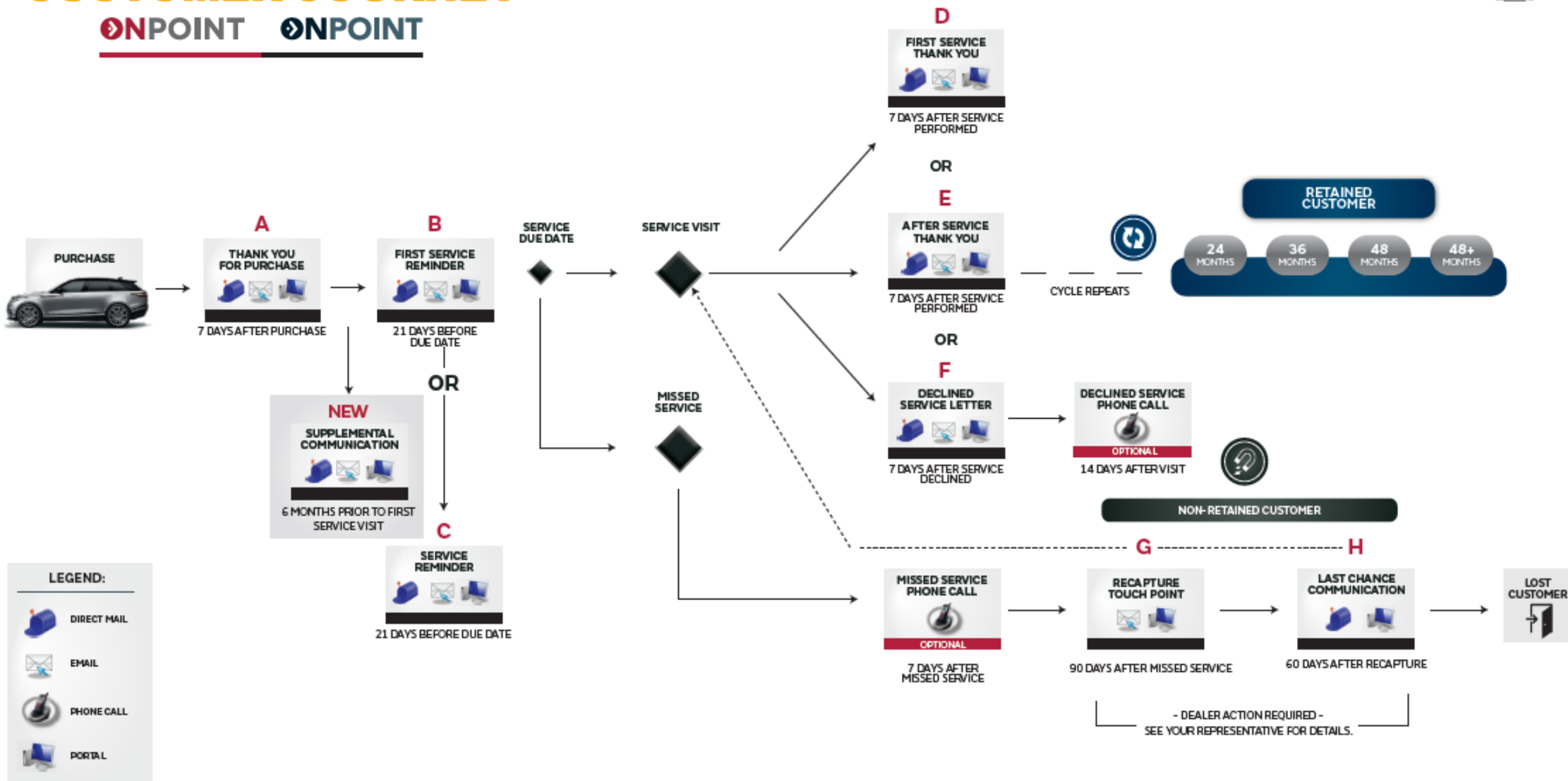
JLR ONPOINT PROGRAM

EPSILON®

Automotive

CUSTOMER JOURNEY

ONPOINT ONPOINT



VARIABLE LETTERS / EMAILS



The Jaguar Land Rover OnPoint Program is designed to nurture long-term vehicle loyalty and increase retailer service opportunities for the duration of ownership.

The objective is to provide a robust cadence of communication which is sent in strategic intervals to match the service needs of your customers. The communication channel is a fully integrated and customized cadence to reflect customer preferences using direct mail, email, and phone communications.



DELIVER THE RIGHT MESSAGE.



Welcome/ Thank you for Purchase



First Service Reminder



Maintenance Reminder Letter



First Service Thank You & Subsequent Service Thank you



Declined Service



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Automotive

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.

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.

Customizable Marketing Panels

Land Rover ABOVE & BEYOND

24112
Mr. Sample A. Letter
1234 Address1 Dr.
Anytown, ON A1B 2C3

Anytown Land Rover
123 Main Street
Anytown, ON A1B 2C3
(905) 498-6324
www.landrover.ca

Dear <CUSTOMER NAME>.

Our records indicate that your <YEAR> <MAKE> <MODEL> is due for its regularly scheduled maintenance visit.

Your odometer should be indicating approximately <DUE KM> kilometres, so at this time your Land Rover is most likely due for the following maintenance:

<MAINT DUE>

Please refer to your Passport to Service handbook for full details around the maintenance to be performed.

Please call one of our qualified Service Advisors at <DEALER PHONE> between the hours of <HOURS OF OPERATION> to arrange or confirm your service reservation at your convenience, or with any questions you may have.

Thank you again for trusting your Land Rover to the experts at <DEALERSHIP NAME>, where we know what it takes to keep your vehicle in supreme condition.

We look forward to seeing you soon.

Sincerely,

<Contact Name>

Twitter: Land Rover Canada Instagram: Land Rover Canada

BRINGING THE HIGHEST STANDARDS TO THE SMALLEST DETAIL.

Dealer of Anytown

Name of Coupon Goes Here \$00.00

Name of Coupon Goes Here \$00.00

This is where all of the legal will be placed. alqsd alqsd khdi
cwb alqsdalqsd iudalqsdh h jdh jhqdhd apsh kpdsk kjfklkldskid
thakqkl iudalqsd h jdh jhqdhd apsh kpdsk kjfklkldsk
Offer good through XXXX/XXXX

This is where all of the legal will be placed. alqsd alqsd khdi
cwb alqsdalqsd iudalqsdh h jdh jhqdhd apsh kpdsk kjfklkldskid
thakqkl iudalqsd h jdh jhqdhd apsh kpdsk kjfklkldsk
Offer good through XXXX/XXXX



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ENTERPRISE REPORTING



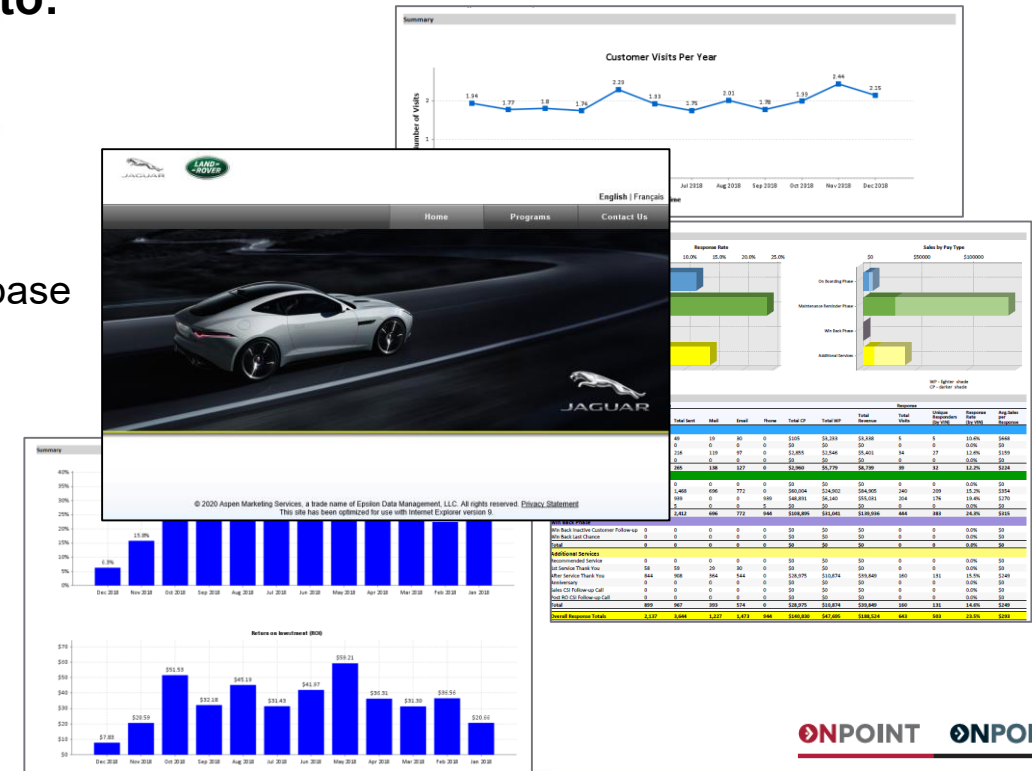
Epsilon's Online Portal provides the tangible data to back up your customer retention efforts. We provide the in-depth reporting that you require to run your business efficiently.

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 OnPoint, 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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