



# NISSAN CANADA ONE-TO-ONE PROGRAM

EPSILON®

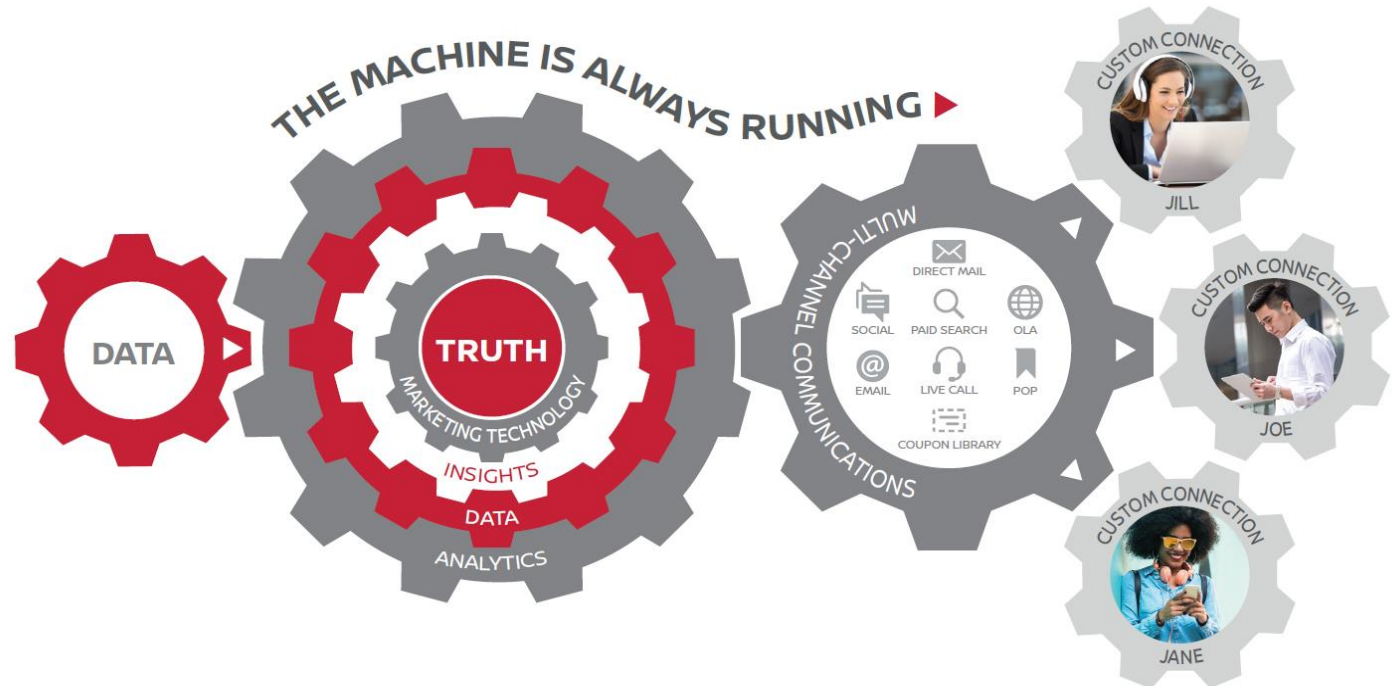
Automotive

# NISSAN & INFINITI ONE-TO-ONE PROGRAM



Works to keep your dealership top of mind with multi-channel, customer-focused communications to keep customers engaged for ongoing maintenance and ultimately drive a second purchase.

- ✓ Building strong relationships with customers starts on Day One with the purchase of their new Nissan.
- ✓ This program is all about establishing trust that will help lead to return visits.



# NISSAN ONE-TO-ONE SERVICE MARKETING OWNER JOURNEY

**ICON KEY**

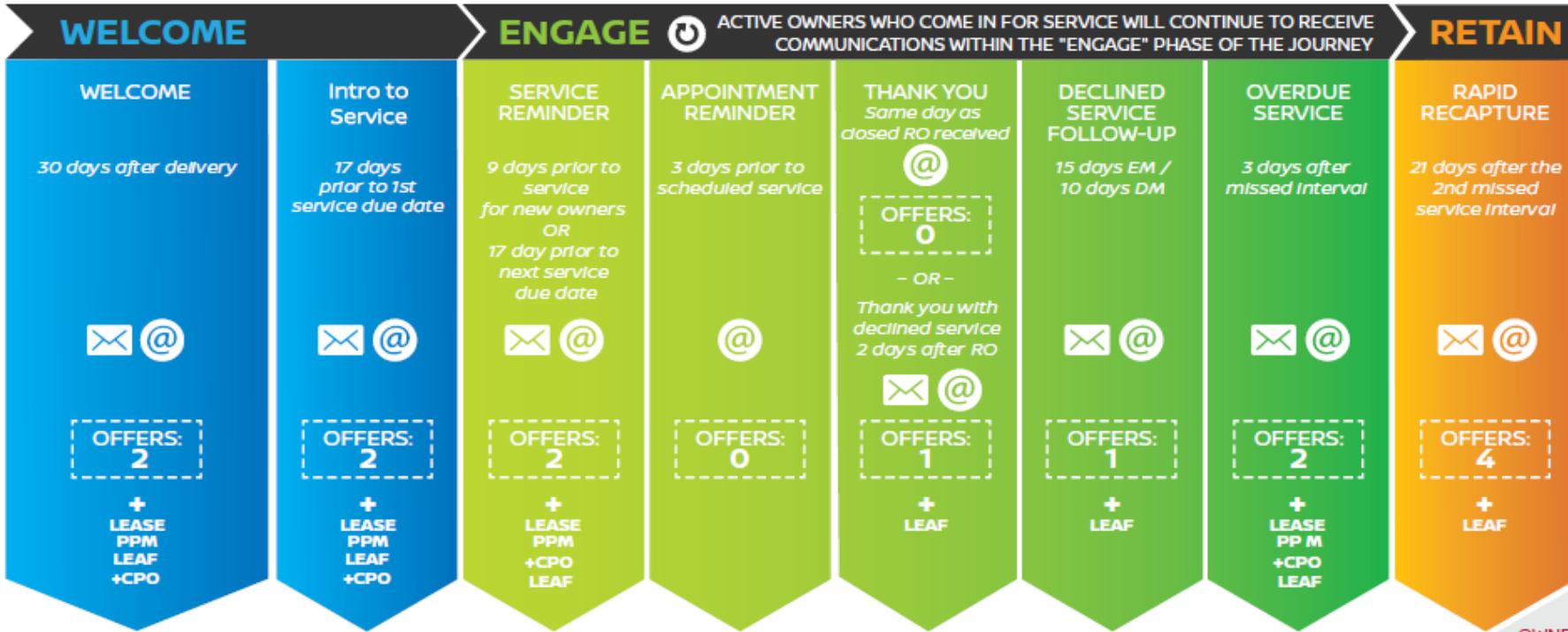
COMMUNICATION CHANNELS	
	Direct Mail
	Email

**ADDITIONAL (+) VERSIONS**

LEASE	Lease
PPM	Prepaid Maintenance
CPO	Certified Pre-Owned
LEAF	LEAF



PURCHASE



REPURCHASE

OWNERS WHO DON'T RESPOND (INACTIVE) ARE ADDED TO SRC ALONG WITH ACTIVE OWNERS

**SEASONAL RECAPTURE CAMPAIGNS** OFFERS: 4

Reach highly-targeted Active and inactive owners who are most likely to be due for services/repairs outside of the recommended maintenance schedule. Focuses on high customer pay repairs such as Tires, Brakes, 8+ Defectors and more.

**ON-DEMAND COMMUNICATIONS** OFFERS: 2

On-Demand Communications (ODM): Generates a choice from a variety of direct mail and email to get into the market quickly.

**VEHICLE HEALTH REPORT** OFFERS: 0

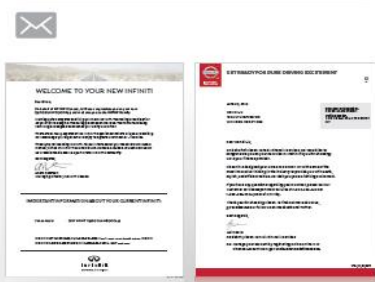
Vehicle Health Report (VHR): Monthly email that advises Owners of maintenance issues throughout their lifecycle.

# DELIVER THE RIGHT MESSAGE.

**Communications will reach customers at key moments in their lifecycle**

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

## NEW VEHICLE SALES WELCOME Includes Parts & Service Communications



## INTRO TO SERVICE



## SERVICE REMINDER



## APPOINTMENT REMINDER



## THANK YOU



OR

## THANK YOU WITH DECLINED SERVICE



## DECLINED SERVICE FOLLOW UP



## MISSED OVERDUE SERVICE



## RAPID RECAPTURE



# ONE-TO-ONE REPORTING

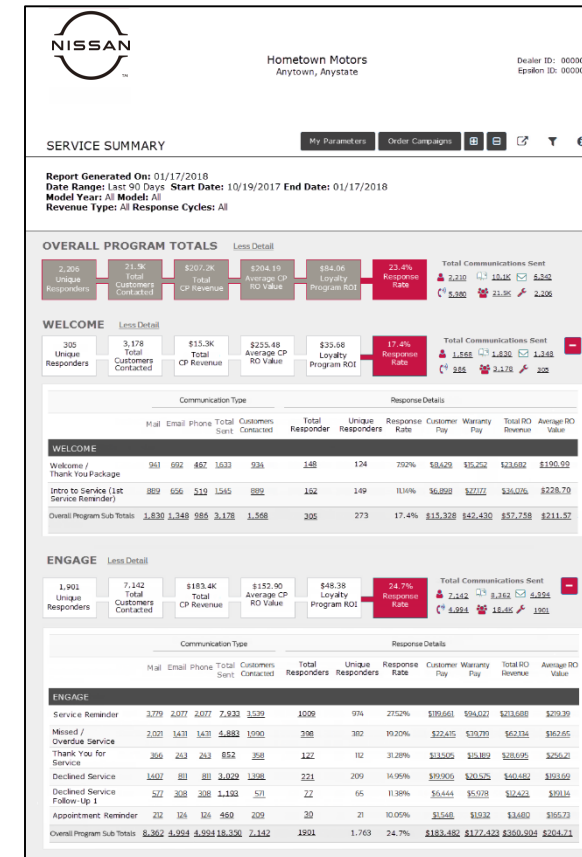
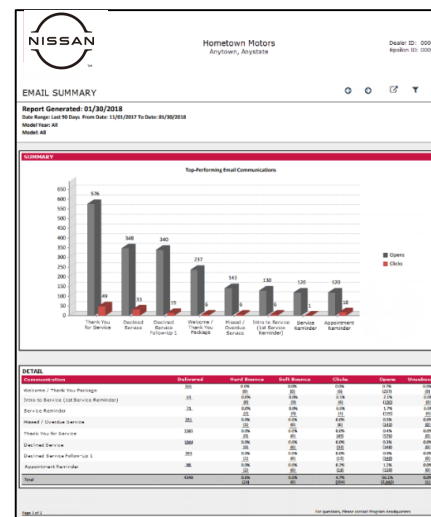
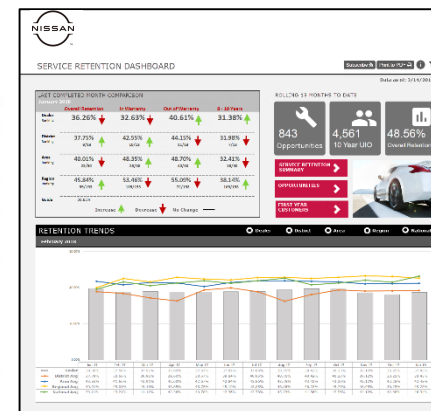
Access a wide variety of reports via the ONE-TO-ONE SERVICE CRM PROGRAM portal.

Here, you can:

- View national reporting data at the dealer level
- Analyze KPIs in each of the program phases
- Compare results from different programs and more...

Reports will include:

- A dynamic Service Retention report with daily updates for Premium dealers.
- CRM/Loyalty – Summary, communications sent, response details, email delivery, service opportunity, program status, declined service advisor performance, dealer comparison and more!
- ODM – Response rate, open campaign reporting and revenue generated
- Seasonal Recapture – full suite of program results reporting



# SEASONAL RECAPTURE CAMPAIGNS (SRC)

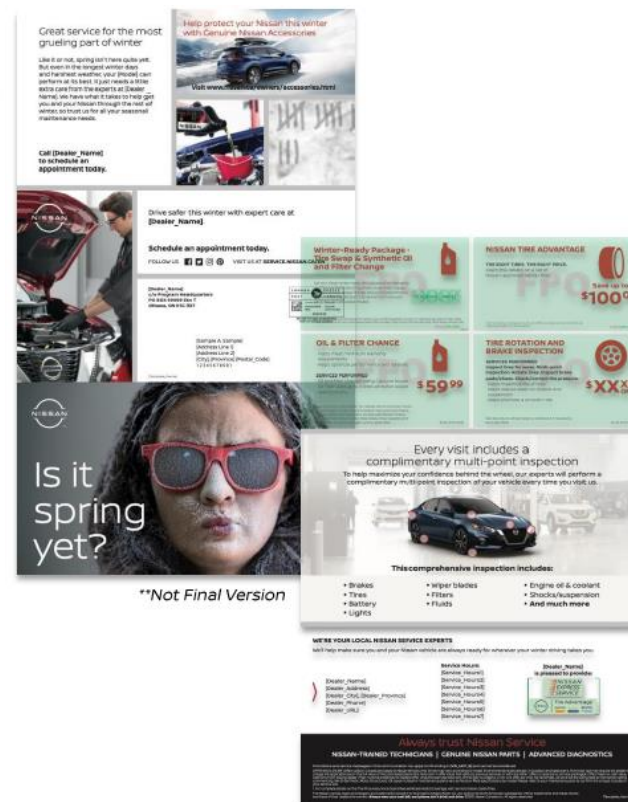
Staying in contact and keeping your customers active reinforces relationships – informing them of important service intervals and thanking them when they make their return visits.

**Purpose:**

Refines segments to ensure that you are truly communicating with lapsed and inactive customers.

**Timing:**

Seasonally

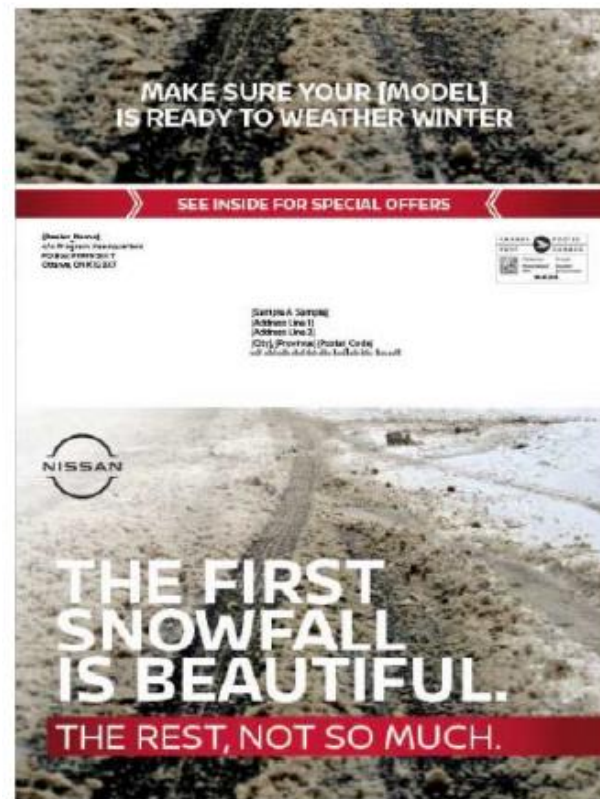


# ON-DEMAND MARKETING (ODM)

Allows you to generate a variety of your own direct mail and email communications and get into the market quickly.

OnDemand is an excellent tool to help drive both New/Active customers and Lapsed customers back to you for service.

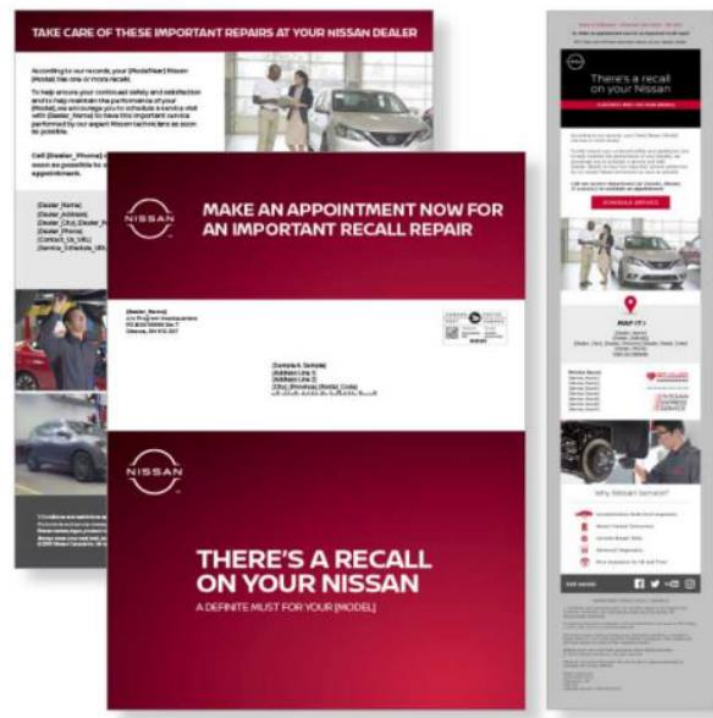
- OnDemand provides you with email and direct mail templates for a complete line of specific services, including Tires, Brakes, Oil & Filter, General Service, Customer Retention, and much more!
  - Dealer-Selected — Gives you the ability to select your campaign, filter your lists by distance, make/model, and time since last service, and choose the channel: email, direct mail, or both. (You still have the ability to create your two offers and view proofs prior to finalizing.)
  - Program Headquarter-Driven — Gives you the ability to call your Marketing Service Representative who will create the campaign based on your input.
  - Constantly refreshing creative.
  - Ability top upload lists & schedule deployments.
  - Open Campaign Tool is now integrated into the ODM in one central place with ease of access.



# OPEN CAMPAIGNS

Target your clients who have an outstanding recall campaign on their vehicle.

The ordering process for these can be completed in just a few clicks, allowing you to send an Open Campaign communication to your customers quickly and easily.





# FIELD TEAM & PROGRAM HEADQUARTERS SUPPORT

Our Team can be considered as pods/working Teams. The members of the team have specific roles. 6 Field Consultants and 3 Internal People for Marketing Support. We have teams from East Coast to West Coast ready to assist. (Bilingual)

Consultants (**Field team**) will be your category experts, who will work with the Retailer's team on consultancy around best practice and identify opportunities. For us it's not about selling, it's all about supporting the Loyalty Program and NCI / Retailer Service and Retention objectives. (**Categories of Data, Marketing and Retention**)

Marketing Support Team – will assist in program maintenance and support.

The above members are extensions of your dealership, They are there to help you drive, build loyalty and enhance customer experience. They are a fluid team that work in tandem to support your success.

