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Automotive

# BMW SERVICE ADVANTAGE PROGRAM



The Service Advantage Program equips you with a range of tactics, intelligent data modeling, robust customization options and a full reporting suite to help optimize your revenue streams. Through its three key components, this holistic program offers the marketing creative, enhanced personalization and data analytics you need to connect with consumers on a 1:1 basis and boost both response rates and conversions. **It's also the first and only Co-op supported all-in-one Teleservice communications and program management solution.**

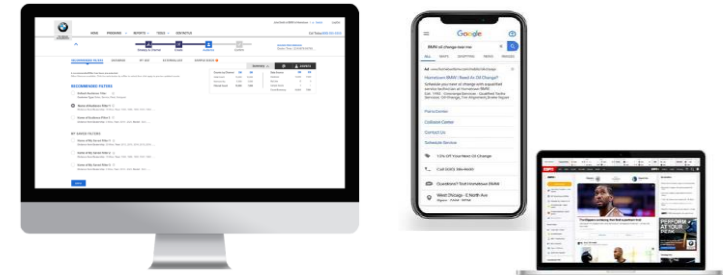
## BMW SERVICE ADVANTAGE

Single platform leveraging both Teleservice Alerts and DMS data to drive a strategically designed cadence of communications focused on driving conversions and service retention – **60% CO-OP**

## BMW SERVICE ADVANTAGE MARKETING

An opportunity-based communications program driven by data and analytics to target specific service and repair opportunities throughout the ownership life-cycle – **100% National Funded**

The BMW Service Advantage Program helps satisfy the needs of your business and your customers – from the time they take delivery of their first BMW through each BMW delivery thereafter.



### SERVICE ADVANTAGE ON-DEMAND SOLUTIONS

An optional suite of marketing tools that complement the core program components and enables you to augment your marketing with on-demand Email, Direct Mail, Digital and Business Development Center solutions.

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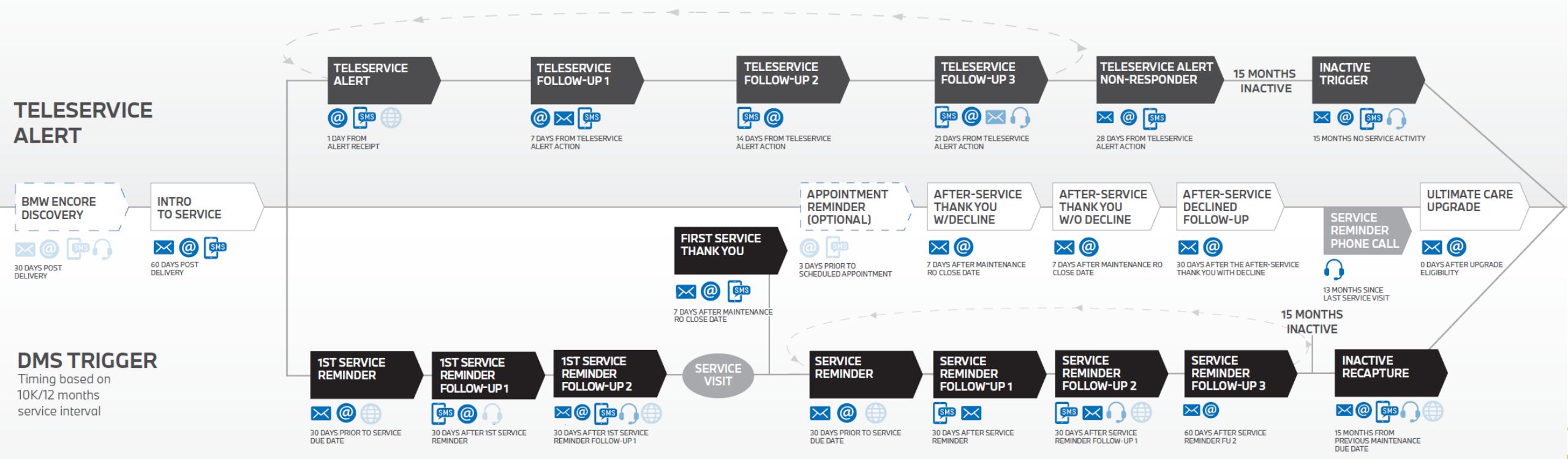
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# BMW SERVICE ADVANTAGE

Strategically addresses the specific service needs of both your Teleservice and Non-Teleservice customers, coordinated and integrated into one holistic program.



- ▶ **Teleservice Alert Communications** utilize the Teleservice Alerts received in real time from the owner's BMW to drive a coordinated cadence and mix of channels, with the initial alert communication within 24 hours.
- ▶ **Triggered (DMS) Communications** are strategically deployed messages based on factory-recommended service intervals and each owner's driving behavior, with follow-up communications triggered only if the owner hasn't taken action.



# BMW SERVICE ADVANTAGE



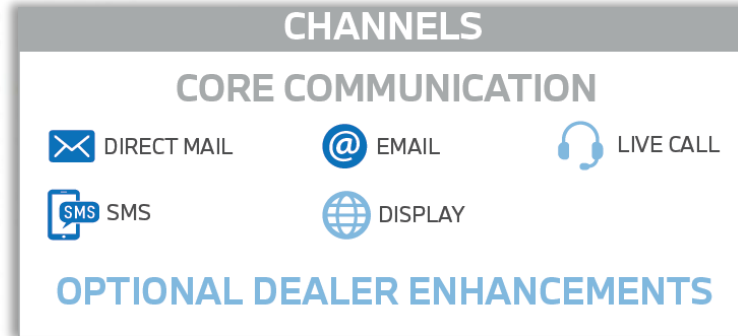
Service Advantage offers a broad assortment of aftersales communications to help keep your customers apprised of the service opportunities you provide for their BMW.

## Core Touch-points include:

- BMW Encore Discovery
- Introduction to Service
- Service Reminders
- Non-Responder Follow-ups
- After-service Thank You
- Declined Service
- Appointment Reminder
- Inactive

*Additional Touch-points will be integrated into program on-going*

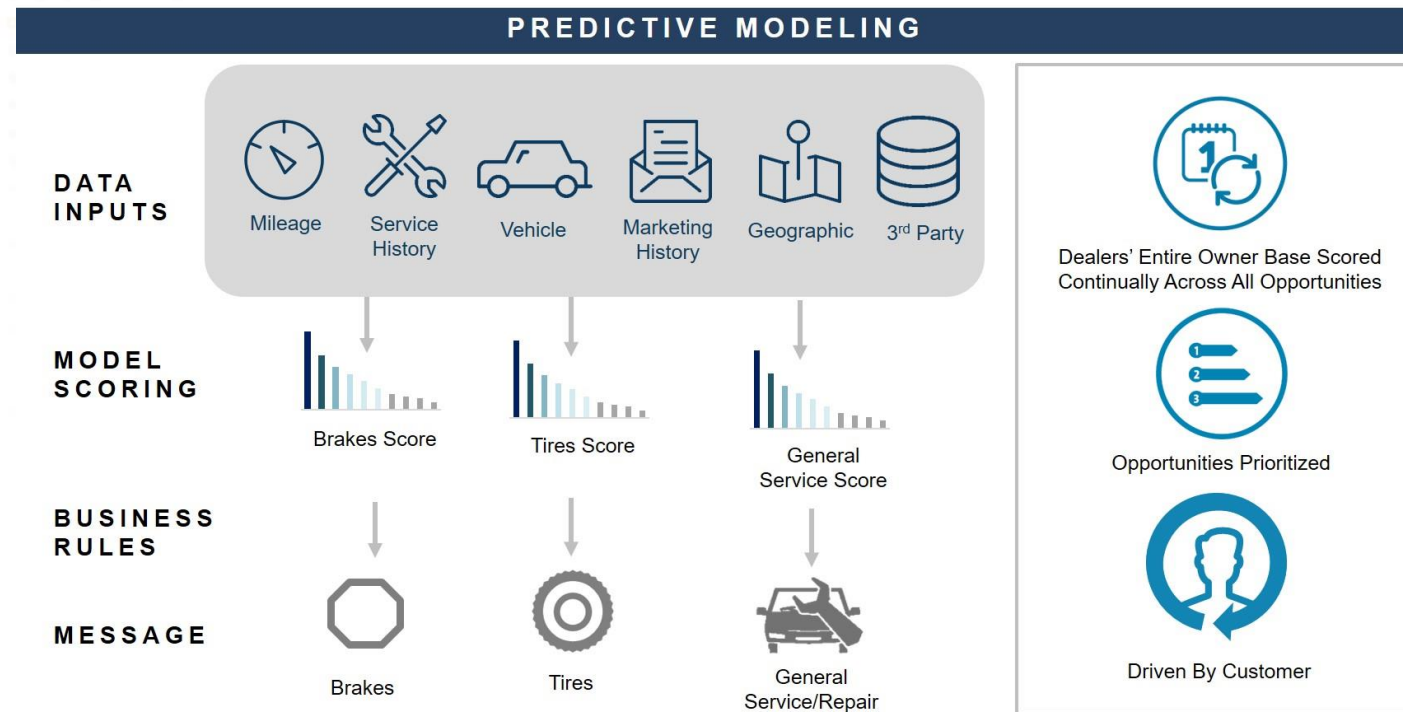
Each message is delivered through the communications channels most likely to connect with – and elicit a response from – your customers.





To compliment your cadence messaging, the Service Advantage program also includes an opportunity-based communications platform, called Service Advantage Marketing. This aspect of the program targets specific repair needs to help enhance retention, improve market penetration and boost service revenues.

- ▶ Leverages predictive analytics and modeling to identify and target owners with the highest propensity to need specific services and repairs
- ▶ Utilizes response models to target customers with campaigns to which they're most likely to respond
- ▶ Features Tier 1 campaigns designed to target owners with specific repair and service offers.
- ▶ Leverages National rebates to target customers shown to be in the market for specific products/services (e.g. tires)
- ▶ Always On – targeted campaigns are executed on a monthly basis





**100% National Support – NO Co-op Dollars required**

Service Advantage Marketing targets specific segments of your customer base with offer-based campaigns proven to enhance loyalty and heighten retention, including:

QUARTERLY CORE CAMPAIGNS	
Top % of Owners Targeted Across Core Campaigns	<b>BRAKES</b> (Scored Owners – Predictive Model)
	<b>Targeted Service</b> (Scored Owners – Predictive Model)
	<b>TIRES</b> (Scored Owners – Predictive Model)

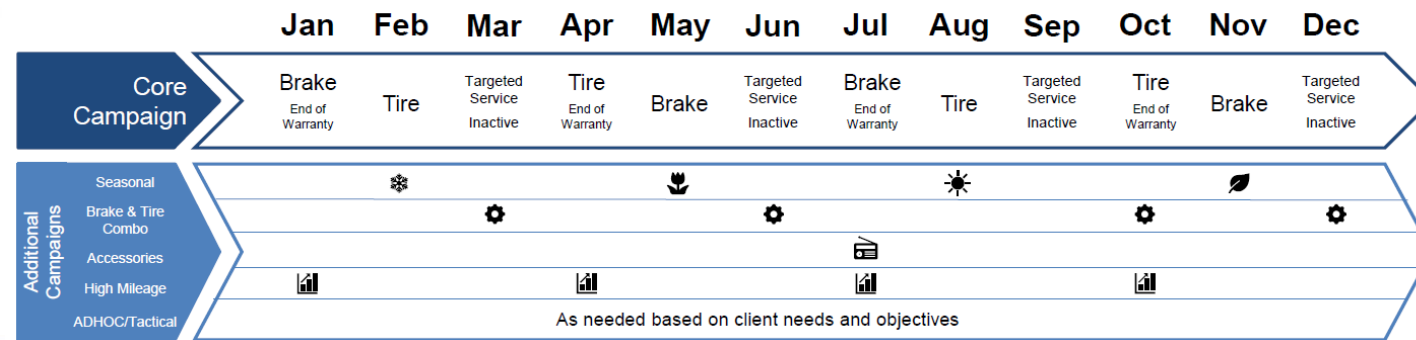
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### Tactical/Ad-Hoc Initiatives:

- Address Opportunities outside of Core (i.e. Inactive Customers, Accessories, MPU)
- Campaigns and timing strategically defined over time
- Dealer Specific Offers captured for use in communications

- Omni-channel Campaigns are deployed monthly
- Reporting available within the program portal

### EXAMPLE CAMPAIGN CALENDAR



# BMW SERVICE ADVANTAGE PROGRAM

## DEALER PROGRAM PORTAL

- Dashboard with Current KPI Status
- Suite of reports, including:
  - Executive Summary
  - Declined Performance
  - Email Summary
  - Organization Benchmark
  - Service By Dashboard
- Teleservice and DMS Reporting
- OnDemand Campaign reporting
- Campaign Builder
- 24/7 Access



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One comprehensive program providing highly targeted communications throughout the entire ownership lifecycle.

## BMW SERVICE ADVANTAGE

Teleservice and DMS Trigger Cadence

Focused on:

- Maximizing service opportunities
- Relevant and timely communications
- Fostering loyalty and retention



## BMW SERVICE ADVANTAGE MARKETING

Opportunity-Based Marketing

Focused on:

- Maximizing repair opportunities
- Key drivers of retention
- Highly targeted communications



## BMW SERVICE ADVANTAGE PROGRAM

INCREASED:

- Service revenue
- Service retention
- Owner loyalty

### DEALER ON-DEMAND SOLUTIONS



BMW SERVICE  
ADVANTAGE  
EMAIL



BMW SERVICE  
ADVANTAGE  
DIRECT MAIL



BMW SERVICE  
ADVANTAGE  
DIGITAL



BMW SERVICE  
ADVANTAGE  
BDC



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