

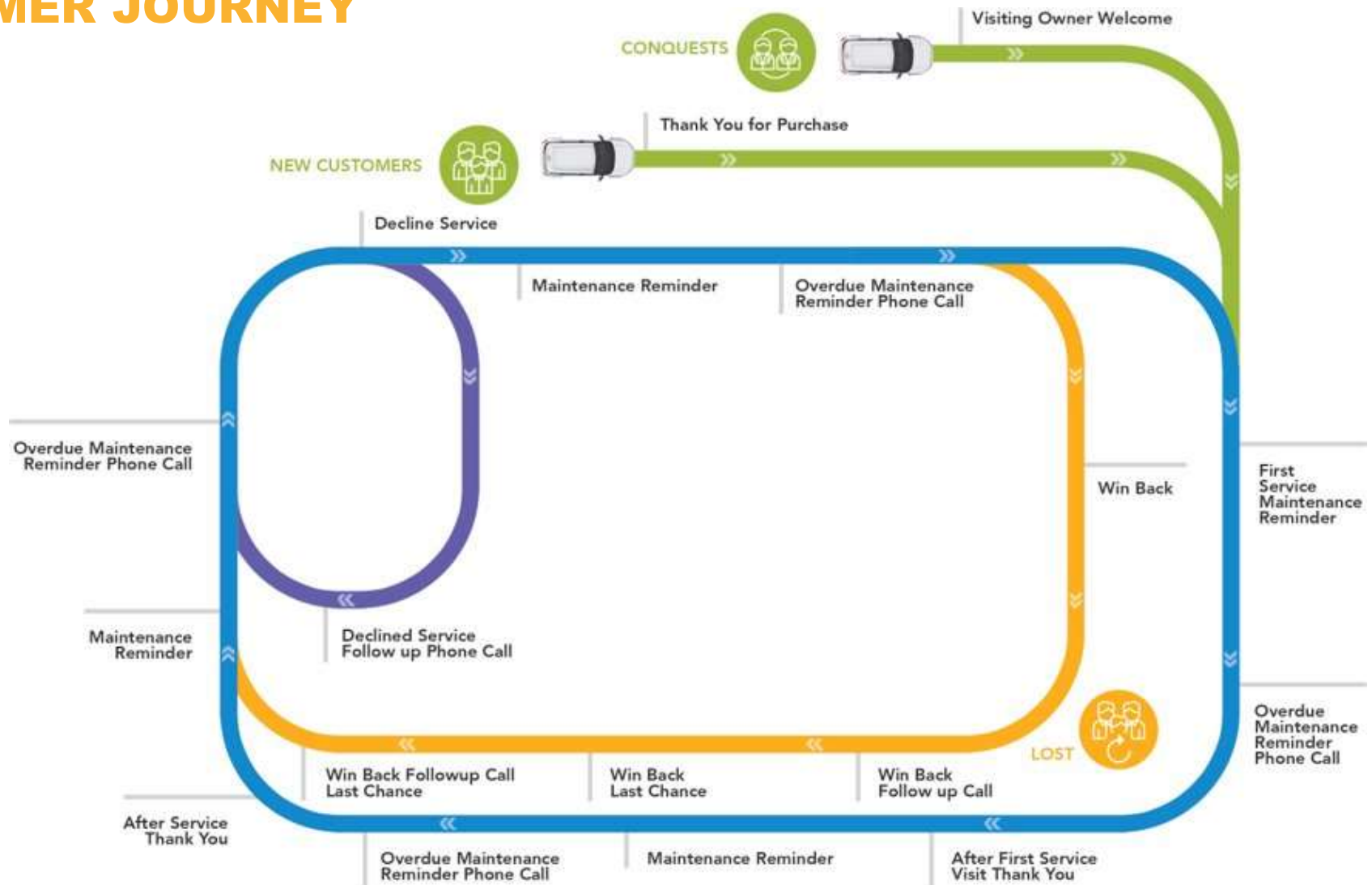


EPSILONCONNECT

EPSILON®

Automotive

CUSTOMER JOURNEY



DELIVER THE RIGHT MESSAGE.

EPSILON[®]connect

The Epsilon Connect Marketing Tools and Process communicates with customers at the right time, with the right offer based on communication preference of either letters/e-mail across 13 unique touchpoints from Thank you for Purchase to First Service Maintenance Reminder to Repurchase. All with the single objective of keeping customers engaged. To take advantage of those benefits, you must be enrolled in Epsilon Connect.

Epsilon Connect will keep customers close and identify opportunities. Epsilon Connect communicates the importance of maintenance from YOUR car care professional at your dealership and promotes ways you can make their ownership experience even better.

On average Epsilon Connect program delivers:



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EDUCATE & UTILIZE AS A SELLING TOOL

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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.

DEALER
123 Dealer St.
City, Prov. A1B 2C3
123-456-7890
800-123-4567
www.dealer.ca

Dear Mr. Letter:
As part of our continuous commitment to improve your Ford ownership experience, we are sending you this personal statement regarding the maintenance needs for your vehicle.
At this time, your 2008 Ford F-150 may be due for the following:

80,000 KM INTERVAL SERVICE
Based on your driving habits, the maintenance needs of your vehicle may vary. On your next visit, please feel free to discuss these with one of our service professionals who can help determine the maintenance requirements of your vehicle. Our factory-trained Technicians utilize advanced diagnostic equipment and Ford Genuine replacement parts when servicing your vehicle. It is our goal to provide you with the professional, courteous service you expect and to ensure that you experience years of safe, reliable and dependable driving.
Please contact one of our service advisors to book your service appointment or to discuss your vehicle's maintenance needs.

Regularly scheduled maintenance is important to the performance of your vehicle.
We provide excellent care & service.
Schedule a Visit Today.

Brake Pad Status
Check the brake pads on both wheels.
✓ Good: Replaced on both sides
✗ Poor: Replace Brake Pads on both sides

Tire Tread Status
Check the tread on all four tires.
✓ Good: Checked and OK
✗ Poor: The tread is below the minimum level

Time for a trade-In?
You could drive away in a brand new car or truck today!
Visit us today to find out if your trade-in can be used as a down payment on the new car or truck of your choice!

DEALER FORD LINCOLN

Scheduled Maintenance Due
Everyday Value Pricing - See Service Advisor for details. Save now on the service recommended for your vehicle.

Did You Know?
When you purchase a Ford part from us and we install it, the part automatically comes with a 24 month/unlimited KM warranty. While most other outlets only offer a 3-month warranty, it's nice to know Ford has got you fully covered!

Manage your communication preferences for your FORD account at [myford.com/permissions](#) and enter your Vehicle No. **8F0228811** Personal Pin: **02086** BFC03568

ENTERPRISE REPORTING

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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!



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FIELD TEAM & PROGRAM HEADQUARTERS SUPPORT

When you join EpsilonConnect, 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.

