



JLR ONPOINT PROGRAM

EPSILON®

Automotive

CUSTOMER JOURNEY

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.

LAND ROVER
123 Anytown Street
Anytown, CA 01234 567
800-XXX-XXXX
<http://www.land-rover.com>

Dear Mr. Letter,
Our records indicate that your 2013 Land Rover LR3 is due for its regularly scheduled maintenance visit.
At this time your Land Rover will most likely be due for a

48,000 KM INTERVAL SERVICE

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 418-683-0008 between the hours of Mon - Fri 7:30 AM - 5:00 PM to arrange or confirm your service reservation at your convenience, or with questions you may have.
Thank you again for trusting your Land Rover to the experts at Land Rover Quebec, where we know what it takes to keep your vehicle in supreme condition.
We look forward to seeing you soon.

Signature Here
Service Manager
XXX-XXX-XXXX

Thank you communication preferences for your LAND ROVER at
Quebec and we appreciate your business.
We value your feedback. Thank you & Welcome to us.

GET AWAY FROM IT ALL THIS SPRING.
LAND ROVER GENUINE ACCESSORIES.
accessories.land-rover.com

LAND ROVER

Important Message
A complete brake service performed annually has many benefits: it can extend the life of your brakes, you will get the best performance out of them, and it ensures your safety! Talk to your service advisor.

Tire Storage Free
Get free storage of your winter tires for the summer season when you purchase and install one here.

41861 7670200

JAGUAR
123 Anytown Street
Anytown, CA 01234 567
800-XXX-XXXX
<http://www.jaguaronpoint.com>

Dear Mr. Letter,
Our records indicate that your 2008 Jaguar S-Type is due for its regularly scheduled maintenance visit.
At this time your Jaguar will most likely be due for a

64,000 KM INTERVAL SERVICE

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 418-683-0008 between the hours of Mon - Fri 7:30 AM - 5:00 PM to arrange or confirm your service reservation at your convenience, or with any questions you may have.
Thank you again for trusting your Jaguar to the experts at Jaguar de Quebec, where we know what it takes to keep your vehicle in supreme condition.
We look forward to seeing you soon.

Signature Here
Service Manager
XXX-XXX-XXXX

Thank you communication preferences for your JAGUAR at Quebec and we appreciate your business.
We value your feedback. Thank you & Welcome to us.

PUT ON SOMETHING FASHIONABLE THIS SPRING.
JAGUAR GENUINE ACCESSORIES.
accessories.jaguar.com

JAGUAR

IMPORTANT MESSAGE
A complete brake service performed annually has many benefits: it can extend the life of your brakes, you will get the best performance out of them, and it ensures your safety! Talk to your service advisor.

Tire Storage Free
Get free storage of your winter tires for the summer season when you purchase and install one here.

41861 7670200



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DELIVER THE RIGHT MESSAGE.



The Jaguar Land Rover OnPoint 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 11 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 the Jaguar Land Rover OnPoint Program.

Jaguar Land Rover OnPoint will keep customers close and identify opportunities. The OnPoint program communicates the importance of maintenance from YOUR car care professional at Jaguar Land Rover dealership and promotes ways you can make their ownership experience even better.

On average Jaguar Land Rover OnPoint program delivers:

Average Sales
Per Response

\$1,066

Average
ROI

\$49.14

Increase in
Customer
Loyalty

21.4%

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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.

The screenshot shows an email from Land Rover. At the top, there is a banner image of a Land Rover SUV with the Land Rover logo. Below the banner, the email header includes the recipient's name (Mr. Sample A. Letter), address (1234 Avenue St, Quebec, QC G1M 4A6), and the sender's information (LAND ROVER, 123 Anytown Street, Anywhere, CA 01M-6A6, XXX-XXX-XXXX, https://www.landrover.com). The main body of the email starts with "Dear Mr. Letter:" and informs the customer that their 2010 Land Rover LR3 is due for maintenance. It specifies "48,000 KM INTERVAL SERVICE" and provides instructions on how to schedule service. The email ends with a signature block for a Service Manager. At the bottom, there is a promotional banner for "GET AWAY FROM IT ALL THIS SPRING" featuring a Land Rover SUV in a natural setting, and a footer with "Important Message" and "Tire Storage Free" offers.

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



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ENTERPRISE REPORTING



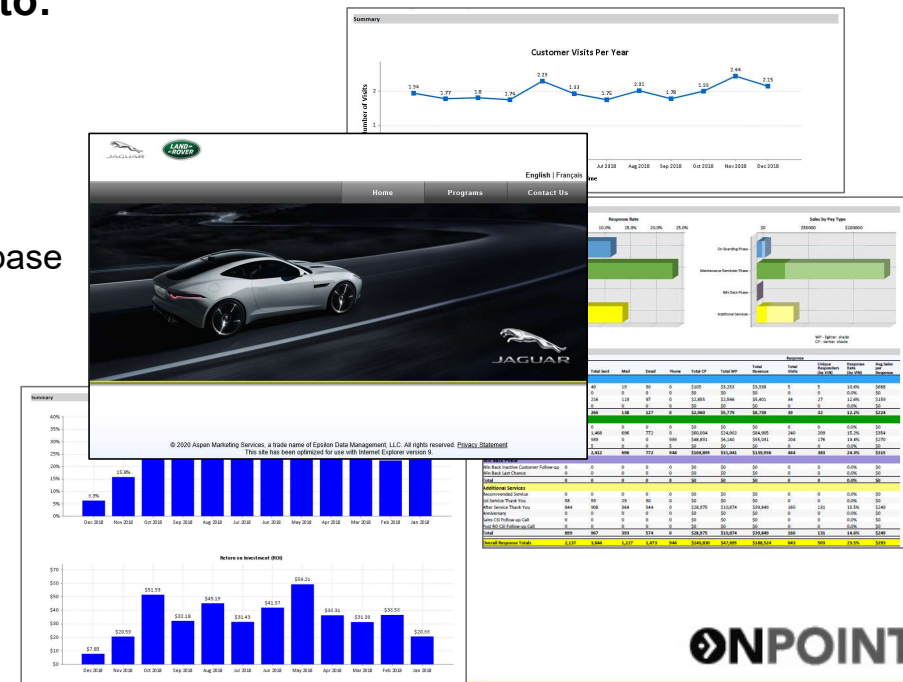
Epsilon's Online Portal provides the tangible data to back up your customer retention efforts. We provide the in-depth reporting that you require to run your business efficiently.

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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