

ONPOINT



JAGUAR LAND ROVER

2023

Epsilon[®]

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How does OnPoint work?

JLR OnPoint Service Reminders are designed to target customers who are due for a maintenance interval preventing defection and increasing the likelihood of servicing at the retailer.

OnPoint uses a standard set of business rules and identified triggers to determine what, when and how to communicate with customers. Our robust owner lifecycle communication program is designed to instill brand loyalty, while also increasing overall customer visit frequency. This in turn increases customer pay labour and parts sales, with the ultimate goal of leading the owner back to repurchase another vehicle.

Consistent, timely and personal communication increases the likelihood of selling more service during ownership and improves consideration from your customers when it's time to repurchase. Our program allows you to stay in contact with your existing customers from vehicle purchase through disposal, reminding them of your dedication to their satisfaction.



Jaguar Land Rover OnPoint Program

With all these new features you can develop more effective/targeted marketing communications, which will help increase customer retention, loyalty and repurchase, all while maintaining great customer experience. The additional new media channels have been designed to increase the level of education and benefit around customer car care needs available at a Jaguar Land Rover retailer.

The Jaguar Land Rover owner experience touchpoints.



Stronger Engagement



Expanded Education



More Customer Connection



Improved Response



All New Portal



New Data Insight

**Retailers service more cars, more often
– Resulting in a better experience.**



**Increase in
Customer Loyalty
21.4%**





OnPoint helps you create and maintain a stronger customer relationship, with educational and service messaging that puts your dealership front and centre with the following communications.



1. New Vehicle Sales/Service Customers

It's always important to start off on the right foot with your new sales and service customers. This is why the Jaguar Land Rover OnPoint program has designed a sector specifically to help foster your customer/dealer relationship from the outset – with important letters and e-mails to thank the customer for their purchase or first service visit, along with a first service reminder which includes a live agent call. The Jaguar Land Rover OnPoint program will begin that long-lasting relationship.

2. OnPoint Customers

It has been proven that solicited customers generally visit more often and spend more money on services than non-solicited customers. This is why it is vital to be consistent in your communication with your core customer group to ensure their activity is timely and the proper maintenance is completed.

Also, the Jaguar Land Rover OnPoint program has a strategic communication cadence of letters, e-mails, and live agent phone contact designed to ensure the customer receives the relevant messages at the appropriate time.

3. Inactive Customers

It is the unfortunate fate that every dealership will lose customers over time for many different reasons. The Jaguar Land Rover OnPoint program has been engineered to help attract these customers back to your dealership with tailored messaging incorporated into the “WIN BACK” process for inactive customers. This process begins 60 days after the customer's missed maintenance interval. If they haven't responded, a set of calls, letters and emails begin up to the 150-day mark to attempt to reconnect, and rebuild the relationship, all working to encourage the customer to visit for service.



Building customer experience with Jaguar Land Rover OnPoint Program

Ownership customer journey is designed to instill brand loyalty, while increasing overall customer visit frequency and delivering consistent communication.

Benefits

- Consistent, timely and personal communication.
- Each touchpoint delivers a tailored/relevant message to customer.
- Continuous education around the benefits of “Why Service at your Jaguar Land Rover Retailer.”
- Increases customer pay – (Labour and Part Sales).
- Minimizes the amount of defection and cross shopping.
- Multi-Channel Communication tools and Advanced Reporting & Analytics.
- Create repeat purchases and brand consideration.
- Overall great customer EXPERIENCE and SATISFACTION.

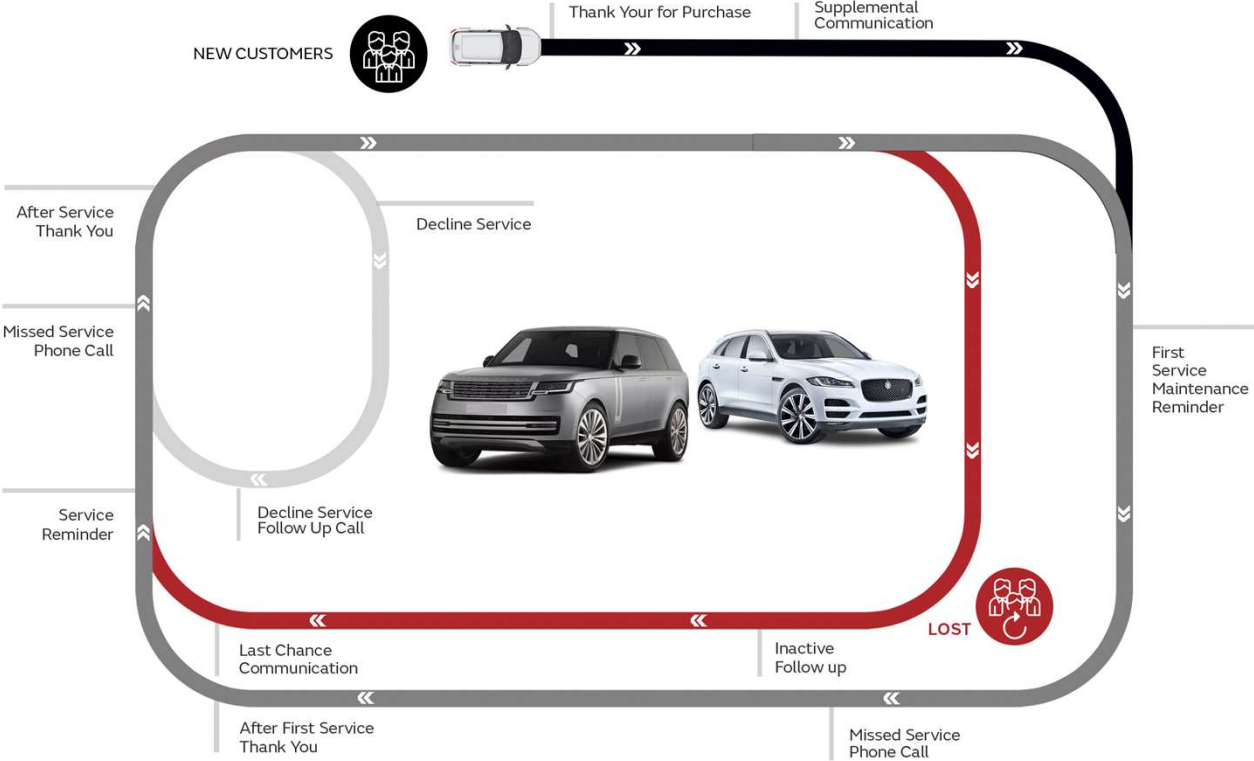
 **ONPOINT**



Jaguar Land Rover OnPoint Program Customer Journey

Integrated Life Cycle Communications

- Relevant and timely messaging
- Multi-channel always on





Unique/Targeted communications with extraordinary results

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	Average ROI	Increase in Customer Loyalty
\$1,066	\$49.14	21.4%



LAND ROVER
123 Anytown Street
Anywhere, CA 01M 4A6
XXX-XXX-XXXX
1234 Address 1 Dr.
Quebec, QC 01M 4A6
<https://www.landrover.com>

Dear Mr. Letter:
Our records indicate that your 2010 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 418-683-0808 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

Manage your communication preferences for your LAND ROVER at www.landrover.com/landrover and enter your Vehicle PIN: 1Y1203088 & Personal PIN: [redacted]

GET AWAY FROM IT ALL THIS SPRING.
LAND ROVER GENUINE ACCESSORIES.
accessories.landrover.com

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 new tires.

47082: TM30988

JAGUAR
123 Anytown Street
Anywhere, CA 01M 4A6
XXX-XXX-XXXX
1234 Address 1 Dr.
Quebec, QC 01M 4A6
<https://www.jaguarquebec.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 418-683-0808 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

Manage your communication preferences for your JAGUAR at www.jaguar.com/myresults/jaguar and enter your Vehicle PIN: 1Y1203088 & Personal PIN: [redacted]

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

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 new tires.

68061: SP12930



Service Letters

Variable letter themes are driven by customer behavior and ownership lifecycle

The banner promotion area is designed specifically for smart messaging and is updated seasonally to increase customer engagement

Smart marketing panels ensure the right offer appears at the right time for the right customer

LAND ROVER
ABOVE & BEYOND

LAND ROVER
123 Anytown Street
Anywhere, CA G1M 4A6
XXX-XXX-XXXX
<https://www.landroverd.com>

Mr. Sample A. Letter
1234 Address 1 Dr.
Quebec, QC G1M 4A6

Dear Mr. Letter:
Our records indicate that your 2010 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 418-683-0808 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

Manage your communication preferences for your LAND ROVER at landrover.com/myauto.com/landrover and enter your Vehicle Pin: TM300988 & Personal Pin.

GET AWAY FROM IT ALL THIS SPRING.
LAND ROVER GENUINE ACCESSORIES.
accessories.landrover.com

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 new tires.

JAGUAR
123 Anytown Street
Anywhere, CA G1M 4A6
XXX-XXX-XXXX
<https://www.jaguarquebec.com>

Mr. S-Type is due for its regularly scheduled maintenance visit.
due for a:
KM INTERVAL SERVICE
handbook for full details around the maintenance to be
visitors at 418-683-0808 between the hours of Mon - Fri 7:30 service reservation at your convenience, or with any
to the experts at Jaguar de Quebec, where we know what it dition.

FASHIONABLE
ORIES.
JAGUAR
E
lly has
brakes,
n, and it
visor.
TIRE STORAGE FREE
Get free storage of your winter tires for the summer season when you purchase and install new tires.

68061: 5F25630

47085: TM300988



OnPoint Marketing Banner Calendar

Development of Marketing Panels/Messages to support market communications and provide a consistent brand presence and tone of voice.

Month	Thank You for Purchase	Supplemental Thank You	Final Service Reminder	Service Reminder	MULTIPOINT CHECK UP	Post Service Thank You	After Service Thank You	Delivered Service Letter	With You for a Season
March									
April									
May									
June									
July									
August									
September									
October									
November									
December									
January									
February									

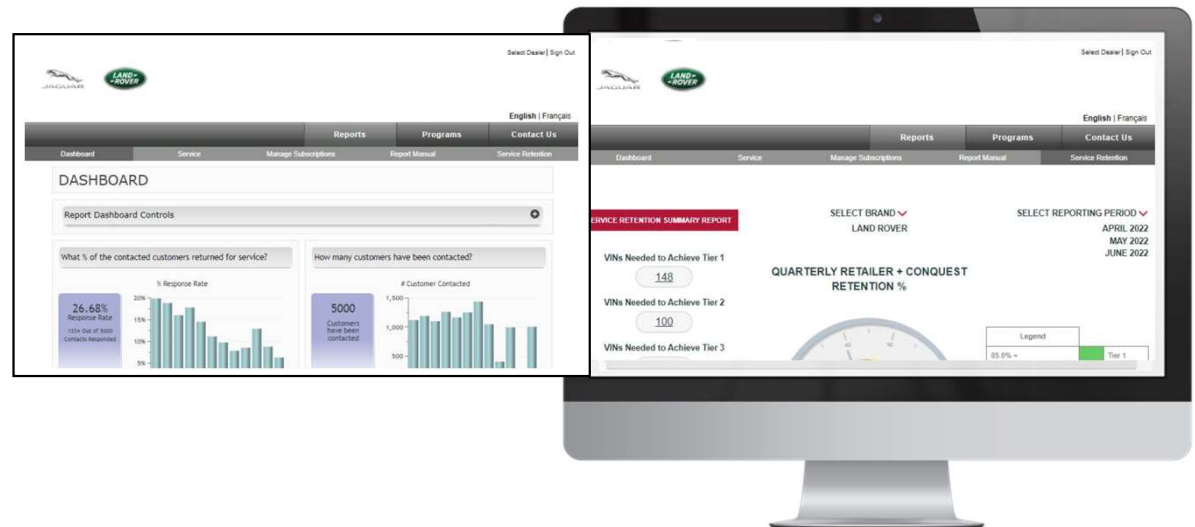
PUT ON SOMETHING FASHIONABLE THIS SPRING. JAGUAR GENUINE ACCESSORIES. jaguar.com/accessories	CELEBRATE THE JAGUAR LEGACY WITH AN EXCLUSIVE SERIES OF APPAREL AND ACCESSORIES. jaguar.com	GET AWAY FROM IT ALL THIS SPRING. LAND ROVER GENUINE ACCESSORIES. landrover.com/accessories	EQIP YOURSELF FOR THE ALL-TERRAIN LIFESTYLE WITH ACCESSORIES AND SPARE PARTS THAT TAKE LAND ROVER DRIVERS INTO NEW TERRITORY. landrover.com
DESIGNED FOR SUMMER. JAGUAR GENUINE ACCESSORIES. jaguar.com/accessories	CELEBRATE THE JAGUAR LEGACY WITH AN EXCLUSIVE SERIES OF APPAREL AND ACCESSORIES. jaguar.com	YOUR SUMMER ADVENTURES START HERE. LAND ROVER GENUINE ACCESSORIES. landrover.com/accessories	EQIP YOURSELF FOR THE ALL-TERRAIN LIFESTYLE. landrover.com
ARRIVE IN STYLE THIS WINTER. WITH JAGUAR GENUINE ACCESSORIES. jaguar.com/accessories	JAGUAR INSURANCE Your Jaguar is your most valuable asset. It's important to have the right insurance to protect your investment.	WE CAN'T CONTROL THE ELEMENTS BUT WE CAN HELP CONTROL YOUR DRIVE. LAND ROVER DEEP WINTER WHEELS & TIRES. landrover.com	LAND ROVER INSURANCE Your Land Rover is your most valuable asset. It's important to have the right insurance to protect your investment.
WE CAN'T CONTROL THE ELEMENTS BUT WE CAN HELP CONTROL YOUR DRIVE. JAGUAR GENUINE WINTER WHEELS & TIRES. jaguar.com/accessories	JAGUAR PROTECTION Your Jaguar is your most valuable asset. It's important to have the right protection to keep it in the best of health.	MEET EVERY WELL-DRESSED LAND ROVER IN READY FOR WINTER. LAND ROVER DEEP WINTER WHEELS & TIRES. landrover.com	LAND ROVER PROTECTION PROGRAM Protect your investment in your Land Rover with the Land Rover Protection Program. It's the most comprehensive protection program available.
THOROUGHLY TESTED SO YOU NEVER ARE. JAGUAR GENUINE PARTS. jaguar.com/parts	JAGUAR PROTECTION Your Jaguar is your most valuable asset. It's important to have the right protection to keep it in the best of health.	MEET EVERY WELL-DRESSED LAND ROVER IN READY FOR WINTER. LAND ROVER DEEP WINTER WHEELS & TIRES. landrover.com	LAND ROVER SERVICE PROMISE Land Rover Service Promise is a commitment to excellence. We promise to provide you with the highest quality service and parts.

OnPoint Reporting

Variety of reports retailers can subscribe to that reveal program performance with key indicators and trends.

Some key reports include:

- Executive Summary
- Customer Contact Details
- Declined Services
- Call Center Dashboard
- Service Retention Dashboard



Your Jaguar Land Rover OnPoint team.

Our team can be considered as pods/working teams – all members have specific roles. 7 Field Consultants and 5 Internal Associates for Marketing Support. We have teams from the East Coast to the 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 (OnPoint), and Retailer service objectives (Categories of data, marketing and retention).

Marketing Support Team (MSR) – will assist in program maintenance and support. These 5 members are extensions of your dealership. They are there to help you drive and build loyalty, and enhance customer experience. They are a fluid team that works in tandem to support your success, data insights, opportunities and data hygiene to creatively guide and support you. Epsilon is there to help you drive success in your retention and marketing goals.

Three key contacts:

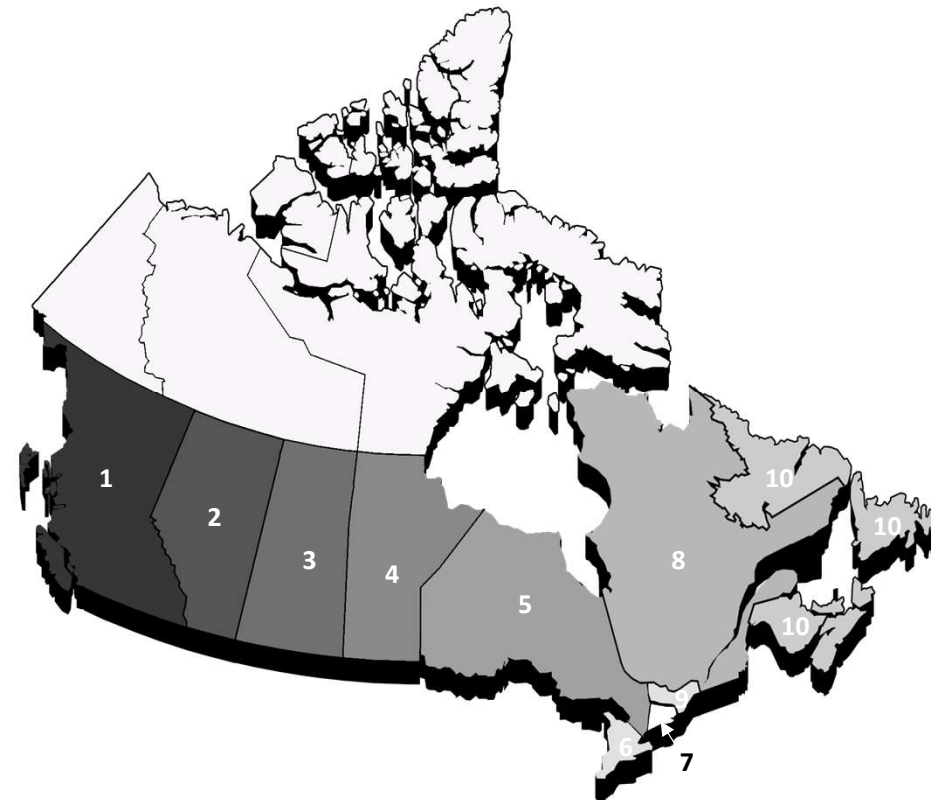
Richard Lambert, VP Client Services
Richard.Lambert@epsilon.com

Benoit Lachance, Senior Manager PHQ
Benoit.Lachance@epsilon.com

Bonita Fong, Account Manager
Bonita.Fong@epsilon.com

Note: Each Retailer will be assigned one team to work with.

1. British Columbia
2. Alberta
3. Saskatchewan
4. Manitoba
5. Northern Ontario
6. Southwest Ontario
7. GTA
8. Quebec
9. Eastern Ontario
10. Atlantic Provinces





ONPOINT

Our commitment to you.

Account Executive

- Frequent dealership visits (determined visit schedule)
- Utilization review (performance review, opportunities and results)
- Marketing best practices
- Yearly account review

MSR (Marketing Service Representative)

- Reviewing monthly management reports
- Solution advocate
- Letter maintenance/fine-tuning
- On-going database analysis

Local, full-service support and capabilities with:

- Bilingual Call Centre
- Print Production
- Internal Support Team
- Local Area Sales Support

Epsilon®



Epsilon®