

# MINI SERVICE ADVANTAGE PROGRAM



Epsilon®



# PROGRAM OVERVIEW

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.**

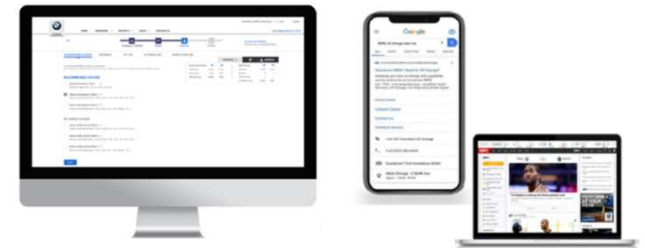
## MINI SERVICE ADVANTAGE

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**

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



## SERVICE ADVANTAGE ON-DEMAND SOLUTIONS

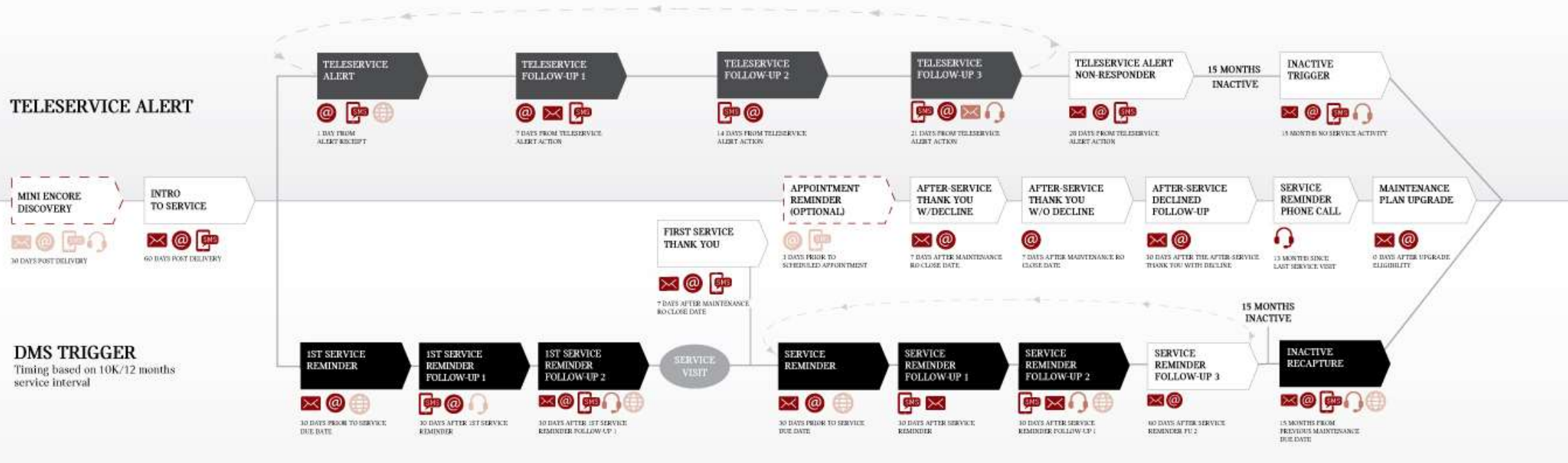
An optional suite of marketing tools that complement the core program components and enables you to augment your marketing with on-demand Email, Direct Mail, Digital and Business Development Center solutions.

**Epsilon**<sup>®</sup>

# MINI 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 MINI 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.



# MINI 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 MINI.

## Core Touch-points include:

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

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

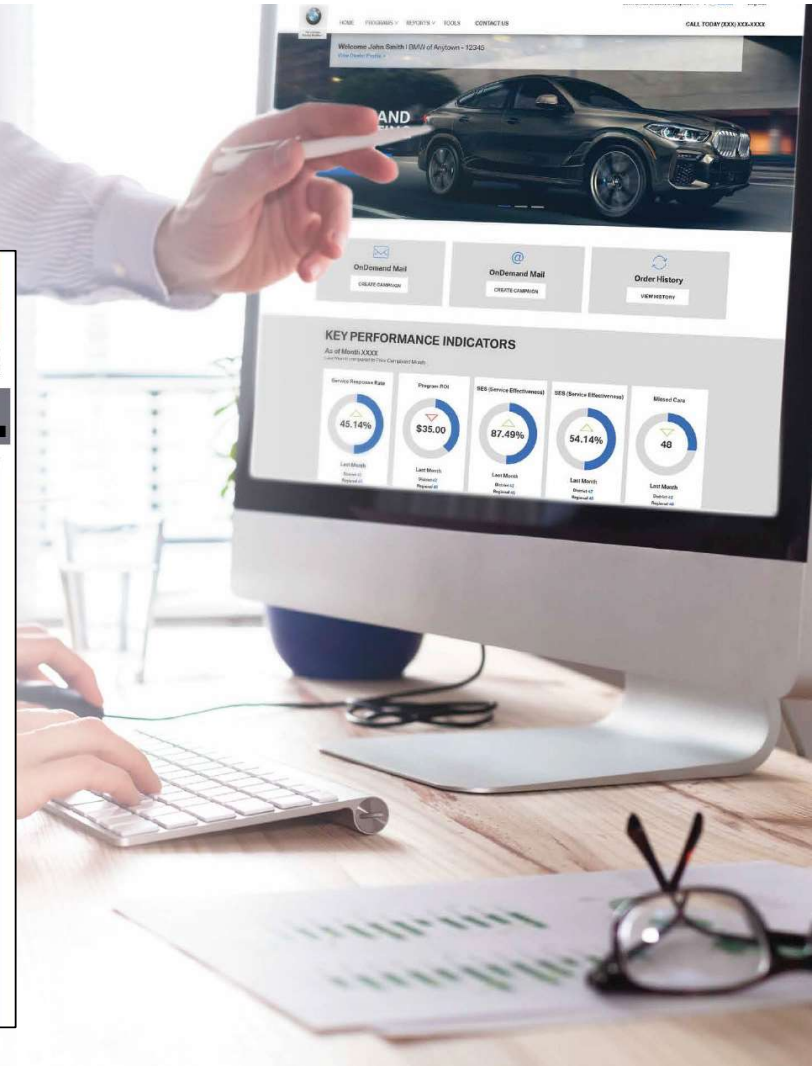
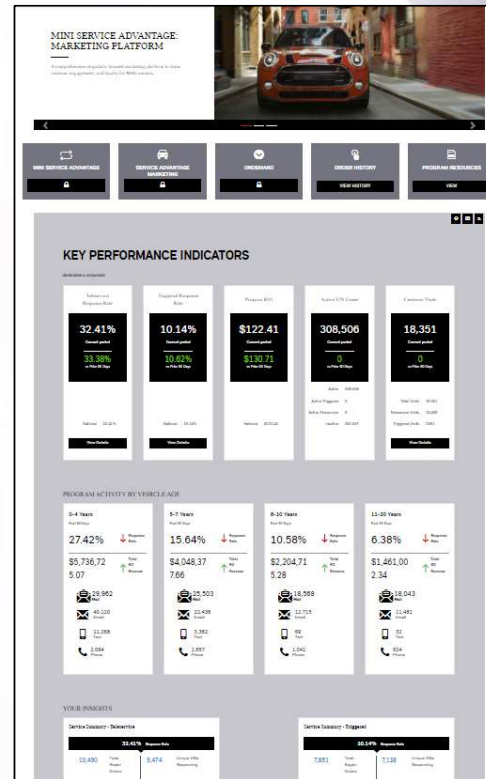




# MINI SERVICE ADVANTAGE

## DEALER PROGRAM PORTAL

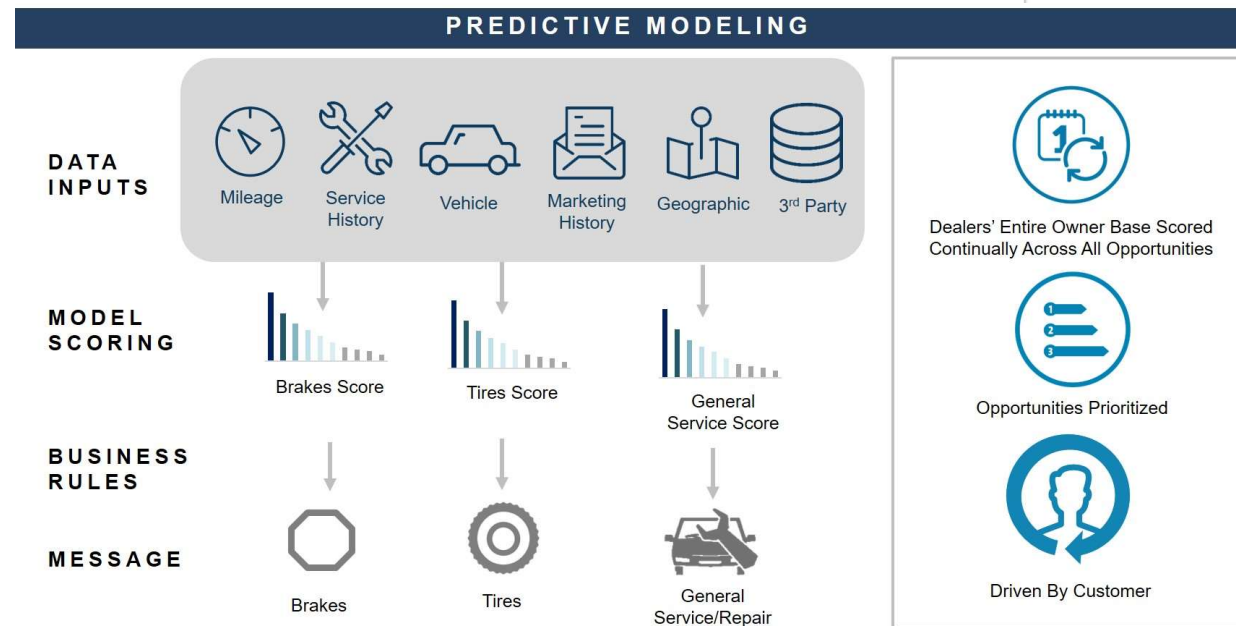
- Dashboard with Current KPI Status
- Suite of reports, including:
  - Executive Summary
  - Declined Performance
  - Email Summary
  - Organization Benchmark
  - Service By Dashboard
- Teleservice and DMS Reporting
- OnDemand Campaign reporting
- Campaign Builder
- 24/7 Access



# MINI SERVICE ADVANTAGE MARKETING

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**



# MINI SERVICE ADVANTAGE MARKETING

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, \$225 Oil)
- Campaigns and timing strategically defined over time
- Dealer Specific Offers captured for use in communications

### EXAMPLE CAMPAIGN CALENDAR

	January	February	March	April	May	June
Tire Campaign Drops		March + April Rebate (Multichannel)	March + April Rebate (EM FU)		June + July Rebate (Multichannel)	June + July Rebate (EM FU)
Tire Rebates (Valid Periods)			Up to \$120			Up to \$120
General Service Campaign		Targeted Service	Brake Inactive (Oil & Reg)	Targeted Service	Brake Inactive (Oil & Reg)	Targeted Service

	July	August	September	October	November	December
Tire Campaign Drops	Aug + Sep Rebate (Multichannel)	Aug + Sep Rebate (EM FU)	Q4 Rebate (Multichannel)	Winter Wheels + Tires (Multichannel)	Q4 Rebate (EM FU) 2x – 1 early 1 late	
Tire Rebates (Valid Periods)	Up to \$120	Bridgestone \$100		Up to \$120, WCW		
General Service Campaign		Fall/Back to School (target HH with children) MPU Catch-Up	Car Care Month Inactive (Oil & Reg)	Brakes	Targeted Service Inactive (Oil & Reg)	

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



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

## MINI SERVICE ADVANTAGE

Teleservice and DMS Trigger Cadence

**Focused on:**

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



## MINI SERVICE ADVANTAGE MARKETING

Opportunity-Based Marketing

**Focused on:**

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



## MINI SERVICE ADVANTAGE PROGRAM

Opportunity-Based Marketing

**INCREASED:**

- Service revenue
- Service retention
- Owner Loyalty

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### DEALER ON-DEMAND SOLUTIONS

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**MINI SERVICE  
ADVANTAGE**  
EMAIL



**MINI SERVICE  
ADVANTAGE**  
DIRECT MAIL



**MINI SERVICE  
ADVANTAGE**  
DIGITAL



**MINI SERVICE  
ADVANTAGE**  
BDC

