



REACH RELATE RETAIN

THE JOURNEY TO CUSTOMER LOYALTY AND
INCREASED PROFITABILITY STARTS HERE.

NISSAN  **ONE-TO-ONE**
SERVICE MARKETING SUITE

NISSAN ONE-TO-ONE

SERVICE MARKETING SUITE

Introducing a Customer communications program that keeps Customers returning to you for service right from the start of your relationship.

The **NISSAN  ONE-TO-ONE** Service Marketing Suite allows you to engage Customers in every phase of their journey as Nissan Customers.

Contact us today! Call Program Headquarters at (877) 641-6154.



Table of Contents

On the following pages, you'll find detailed information about every aspect of the **NISSAN**  **ONE-TO-ONE** Service Marketing Suite.

Program Overview	4
Customer Journey	6
Cadence	7
▪ Welcome	8
▪ Engage	10
▪ Retain	17
Seasonal Recapture Campaigns	19
On-Demand Communications	21
Reporting	24
Program Pricing	27

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Program Overview

The **NISSAN ONE-TO-ONE** Service Program is designed to have communications sent based on the service needs of a Customer within a real-time window of when their vehicle is due. The program consists of three phases — Welcome, Engage and Retain — to proactively prevent Customer defection.

Welcome

- Welcome communications thank Customers for purchasing and reinforces that the Nissan dealer's commitment to them goes well beyond the sale.
- Intro to Service communications follow Welcome, and are sent prior to a Customer's first service visit and highlight the benefits of always choosing a Nissan dealer for service.

Engage

- Service Reminder communications remind Customers that their Nissan is ready for service.
- Appointment reminders are sent once Customers schedule an appointment and remind them of when their service is scheduled, and are sent three days before the appointment time.
- Thank You for Service communications are sent the same day as the Closed Repair Orders are received after the Customers have come in for service.
- Thank You/Declined Service communications not only thank Customers for their recent service visit, but remind them to come back for the recommended service they declined.
- Declined Service Follow-Up communications will reach Customers in a more timely and intentional strategy and entice them to return to a Nissan dealer.
- Missed/Overdue for Service communications are sent three days after a missed service interval and suggest they come in for service.

Retain

- Rapid Recapture communications will identify at-risk Customers and aggressively target them with your service offers.

Additional communications are designed to reach targeted audiences under specific circumstances.

- **Reach highly-targeted Active and Inactive owners** who are most likely to be due for services/repairs outside of the recommended maintenance schedule. Focuses on high customer pay repairs such as Tires, Brakes, 8+ Defectors and more.

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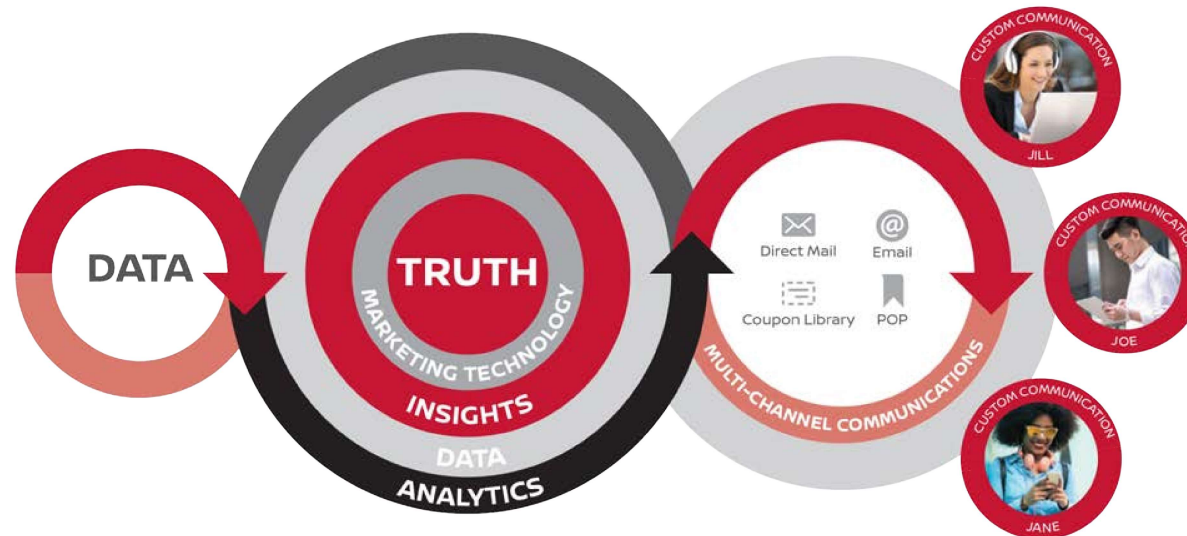
Channel Optimization

- Email is sent when a valid address is available. Otherwise, direct mail is sent to a physical mailbox.

Program Headquarters (PHQ) Engagement

Your dedicated Marketing Service Representatives (MSRs) are here to help:

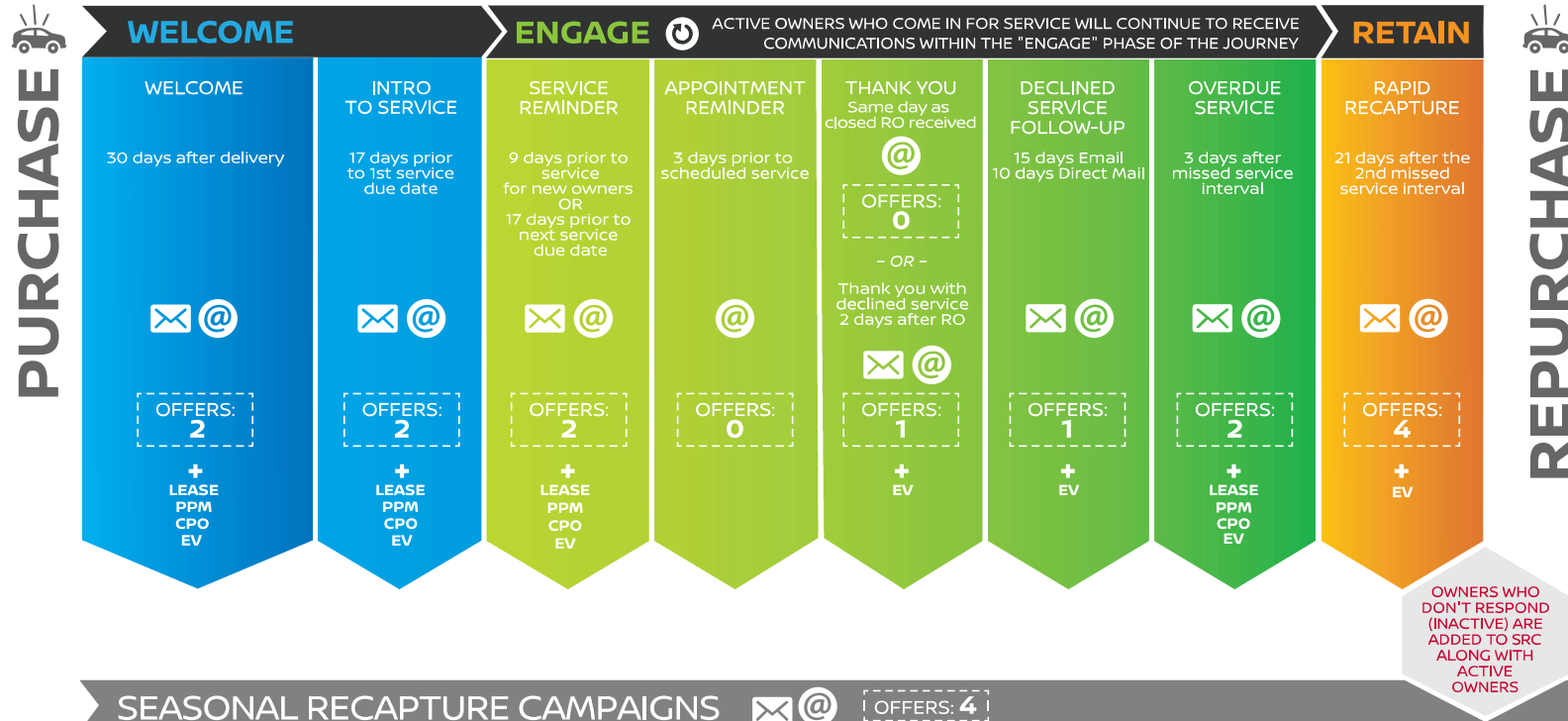
- Guide you through the enrollment process and program activation
- Answer your questions and provide valuable program information
- Analyze program performance and help you build marketing plans
- Make program updates
- Receive and update all program change requests (imprint, coupons and much more)
- Process direct reporting requests
- Perform all check piece and proofing for programs



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NISSAN ONE-TO-ONE SERVICE MARKETING OWNER JOURNEY

ICON KEY	COMMUNICATION CHANNELS	ADDITIONAL (+) VERSIONS
	✉ Direct Mail @ Email	LEASE Lease PPM Prepaid Maintenance CPO Certified Pre-Owned EV Electric Vehicles



SEASONAL RECAPTURE CAMPAIGNS ✉ @ OFFERS: 4

Reach highly-targeted Active and Inactive owners who are most likely to be due for services/repairs outside of the recommended maintenance schedule. Focuses on high customer pay repairs such as Tires, Brakes, 8+ Defectors and more.

ON-DEMAND COMMUNICATIONS ✉ @ OFFERS: 2

On-Demand Communications (ODM): Generates a choice from a variety of direct mail and email to get into the market quickly.

VEHICLE HEALTH REPORT @ OFFERS: 0

Vehicle Health Report (VHR): Monthly email that advises Owners of maintenance issues throughout their lifecycle.



Cadence

Works to keep your dealership top-of-mind with multi-channel, Customer-focused communications to keep Customers engaged for ongoing maintenance, and ultimately drive a second purchase.



Welcome

Building strong relationships with Customers starts on Day One with the purchase of their new Nissan. This phase is all about establishing trust that will help lead to return visits.

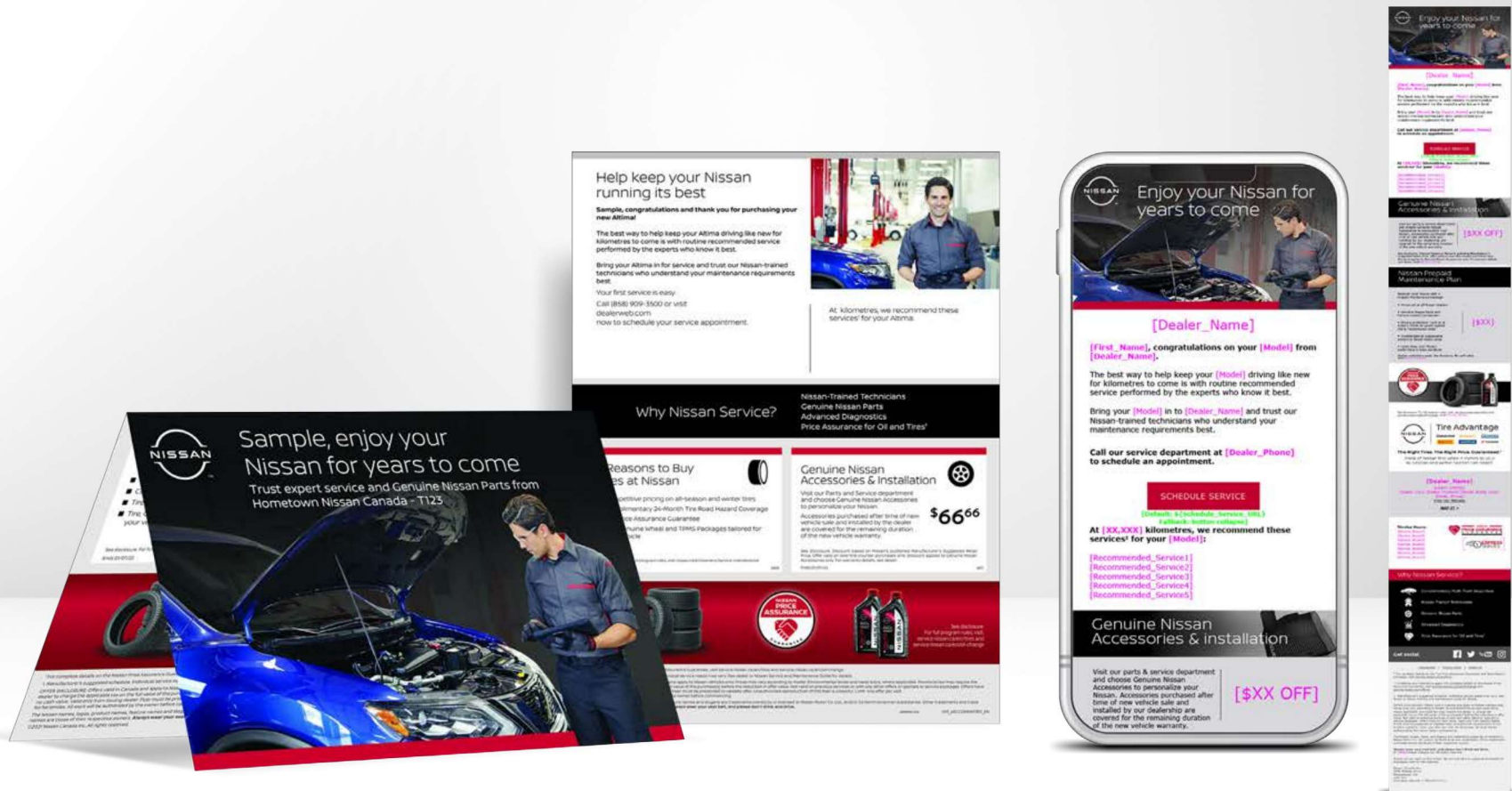
Welcome ✉ @

Thanks Customers for purchasing from your dealership and reinforces that your commitment to them goes well beyond the sale.

Timing: 30 days after delivery

Offers: Two

Versions: Lease, Prepaid Maintenance, Certified Pre-Owned, Electric Vehicle



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Engage

Staying in contact and keeping your Customers active reinforces relationships by informing them of important service intervals and thanking them when they make their return visits.

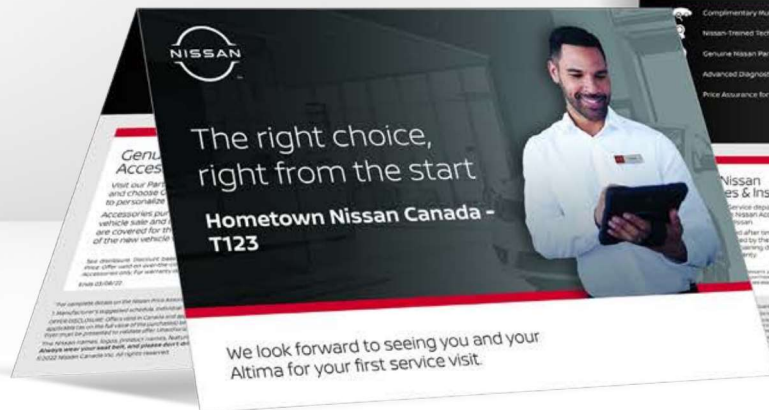
Intro to Service

Highlights the benefits of always choosing your dealership for service.

Timing: 17 days prior to 1st service due date

Offers: Two

Versions: Lease, Prepaid Maintenance, Certified Pre-Owned, Electric Vehicle



To help keep your Nissan running its best, always trust our experts

We look forward to seeing you and your Altima for your first service visit.

Service department
Nissan Accessories
Wash

Price Assurance for Oil and Tires*

Plus, routine recommended service will help to provide:

- Superior performance
- Reliability
- Longevity

For your first visit, at 48,000 Kilometres, we recommend these services* for your Altima:

- Replace Engine Oil and Filter
- Rotate Tires
- Replace Brake Fluid

Get a Complimentary Multi-Point Inspection and Car Wash

Call today to reserve your appointment and take advantage of this offer!

The right choice, right from the start

Dealer Name

We look forward to seeing you and your Rogue for your first service visit.

First Name, it's time for your Rogue's first recommended maintenance. To help keep it running its best, trust the experts at Dealer Name for everything your vehicle needs. That way, you'll know it's receiving the right care at the right time, every time. And you'll get the reliable service experience you deserve.

Call XXX-XXX-XXXX as soon as possible to schedule your service appointment.

SCHEDULE SERVICE

For your first visit, at 17-Jun-20 or 8,000 kilometres, we recommend these services* for your Rogue:

Replace Engine Oil and Filter Rotate Tires

Genuine Nissan Accessories

SAVE 25% on select Genuine Nissan Accessories when you spend more than \$300 (MSRP)

SAVE 15% on select Genuine Nissan Accessories when you spend up to \$300 (MSRP)

The right choice, right from the start

Dealer Name

We look forward to seeing you and your Rogue for your first service visit.

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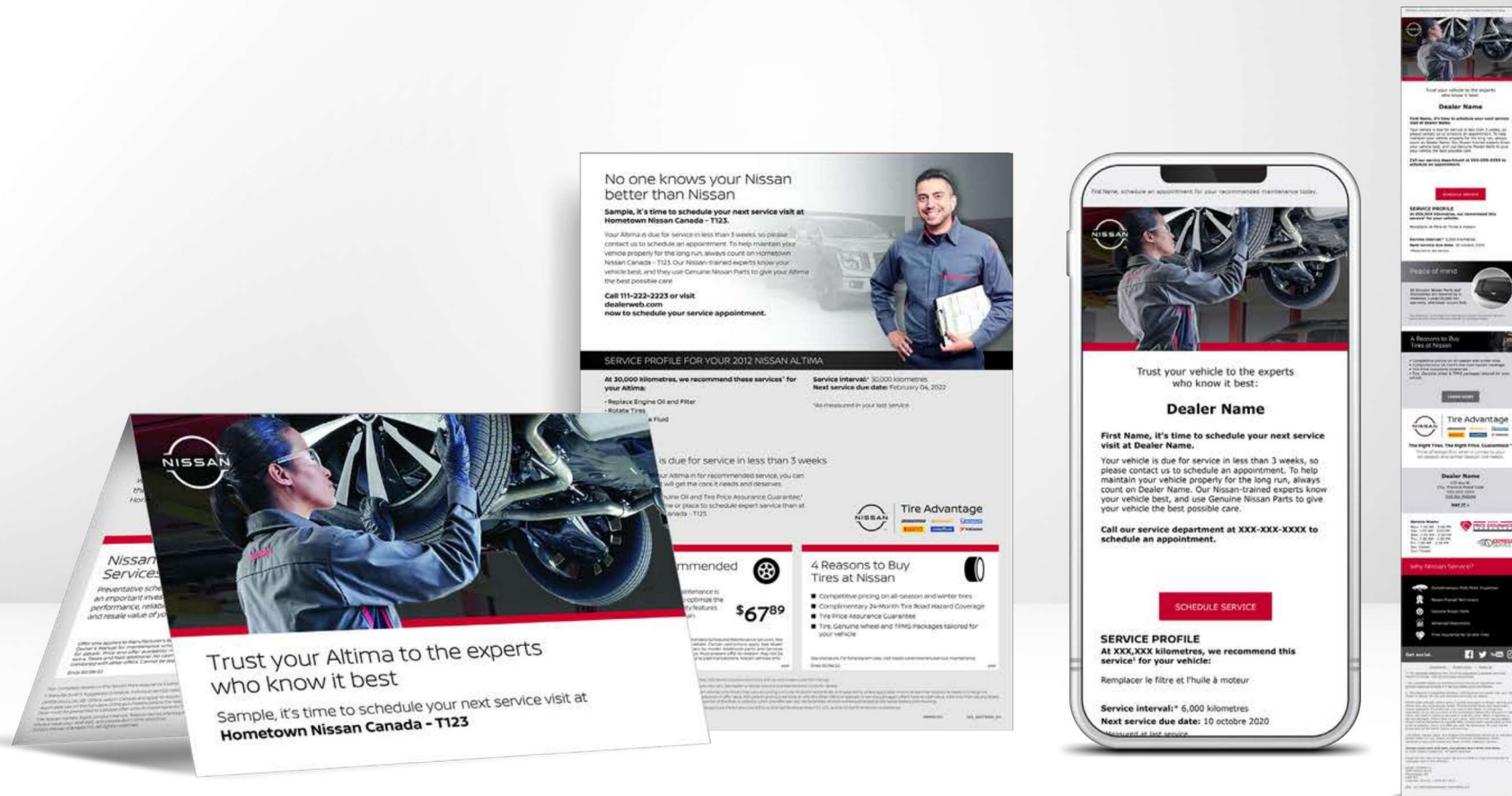
Service Reminder

Reminds Customers that their Nissan is ready for its next service. This communication is personalized to the VIN and is triggered based on the manufacturer's service intervals for that model.

Timing: 9 days prior to service for new owners **OR** 17 days prior to next service due date

Offers: Two

Versions: Lease, Prepaid Maintenance, Certified Pre-Owned, Electric Vehicle



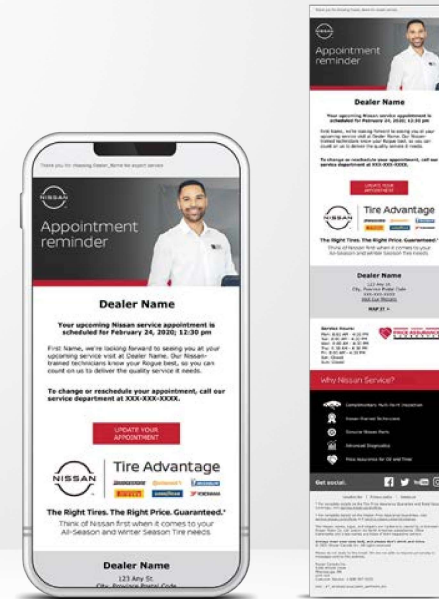
Contact us today! Call Program Headquarters at (877) 641-6154.

Appointment Reminder @

Reminds Customers of an upcoming scheduled service visit.

Timing: 3 days prior to scheduled service

Offers: None

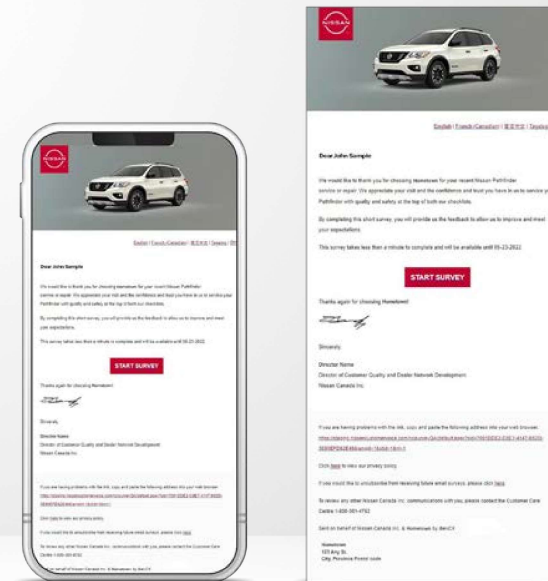


Thank You for Service @

Thanks Customers for their recent service visit at your dealership.

Timing: Same day as closed RO is received

Offers: None



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Thank You with Declined Service

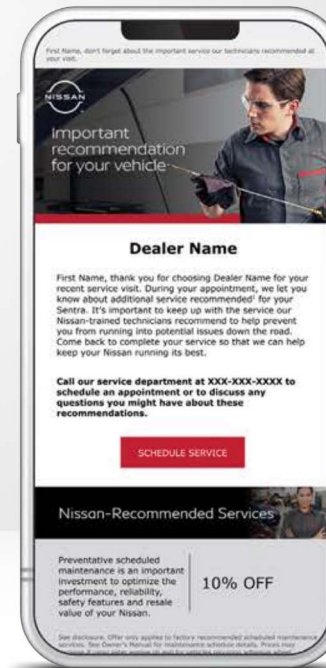
Thanks Customers and reminds them of the important recommended service that was declined.

Timing: 2 days after decline RO received

Offers: One

Versions: Electric Vehicle

Based on the decline code received for each Customer, a specific decline coupon (Tire, Brakes, Batteries and General Service) deploys with the communication.



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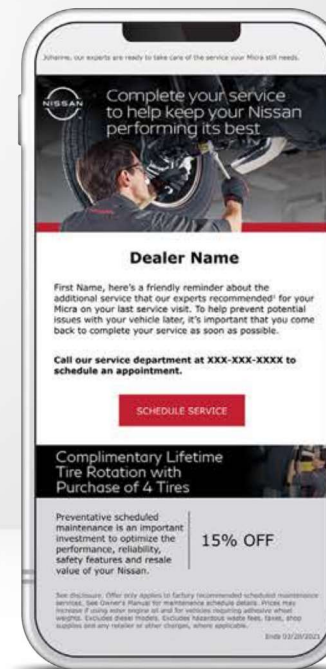
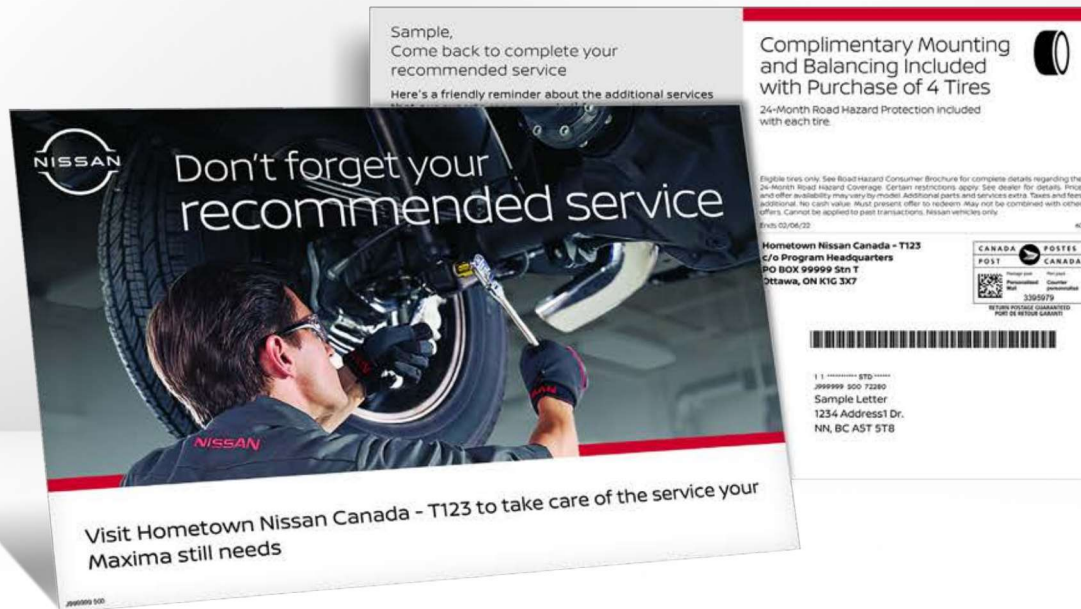
Declined Service Follow-Up

Reminds Customers to come back to your dealership to have their declined service completed.

Timing: 15 days Email / 10 days Direct Mail

Offers: One

Versions: Electric Vehicle



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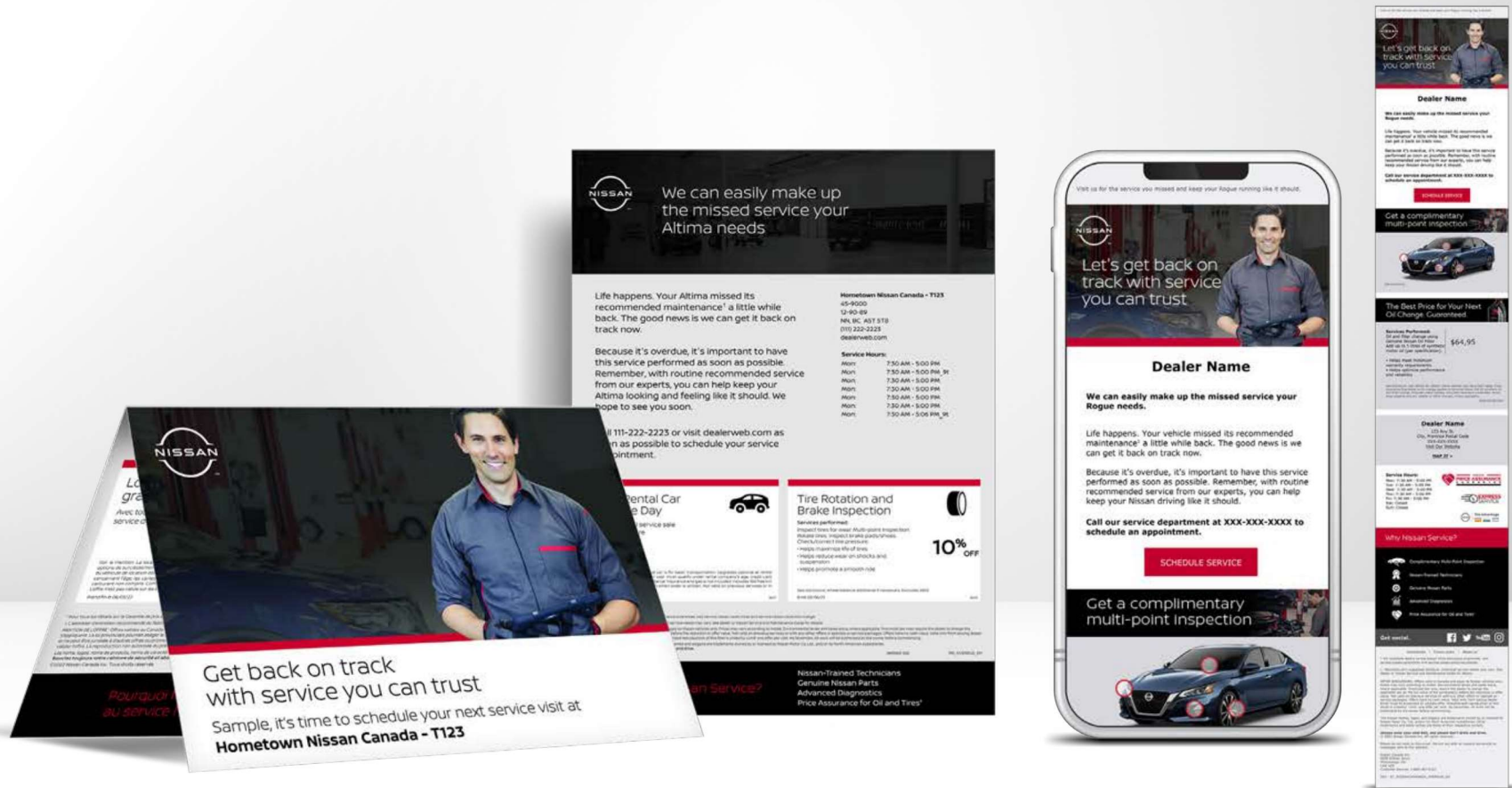
Overdue Service ✉ @

Reminds Customers that a service interval has been missed.

Timing: 3 days after missed service interval

Offers: Two

Versions: Lease, Prepaid Maintenance, Certified Pre-Owned, Electric Vehicle



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Retain

After two consecutive missed service intervals, these communications reach Customers with strong return messaging and compelling offers.

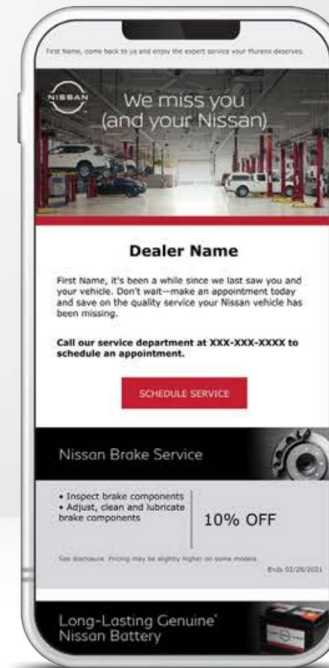
Rapid Recapture

Reminds Customers that a service interval has been missed.

Timing: 21 days after 2nd missed service interval

Offers: Four

Versions: Electric Vehicle



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Seasonal Recapture Campaigns

These strategic tactical campaigns are designed to help recapture potential defector (At Risk) and lost (Recapture) customers with strong, relevant in-season messaging and attractive service offers.

Seasonal Recapture Campaigns

Reach highly-targeted Active and Inactive owners who are most likely to be due for services/repairs outside of the recommended maintenance schedule.

Focuses on high customer pay repairs such as Tires, Brakes, 8+ Defectors and more.

Timing: Seasonal (Quarterly)

Offers: Four

The image displays a comprehensive marketing campaign for Nissan's Spring Service. Key elements include:

- Central Graphic:** A large graphic featuring a Nissan technician in a grey uniform standing next to a red SUV. The text reads "Lead the way this spring" and "Spring Service Checklist". The checklist includes: Wiper Blades, Oil & Fluids, Filters, Brakes, Battery, and Tires. Below the checklist, it says "Call [Dealer Name] to schedule an appointment" and "Nissan service experts are always ready for wherever the excitement takes you." There is also a "Service Hours" section and a "Nissan Express Service" logo.
- Smartphone Mockup:** A smartphone displaying a similar "Spring Service Checklist" and a "SCHEDULE SERVICE" button. The screen also shows promotional text: "Nissan CA AS -SRC - Spring 2022 - EN - February 2022", "SL: [First Name], check spring service off your list", and "PMT: Plus, save on new all-season tires. Schedule service with [Dealer Name] today." Below the checklist, it says "Visit [Dealer Name] to save on all-season tires for your [Model]. After a long winter, it's time to get back out there. Trust our expert Nissan-trained technicians to get your [Model] ready with a spring service and maintenance tune-up. Plus save on new all-season tires so you can take on the season with confidence. Why go anywhere else for service? To schedule an appointment, call us at [Dealer Phone] or visit us online." A "SCHEDULE SERVICE" button is prominently displayed.
- Social Media Strip:** A vertical strip of social media posts on the right side, featuring various offers such as "\$XXX.XX" and "Lead the way this spring".

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On-Demand Communications

Allow you to generate a variety of your own direct mail and email communications and get into the market quickly.

On-Demand Offers You Hands-On Communications

On-Demand is an excellent tool to help drive both New/Active Customers and Lapsed Customers back to you for service.

This program provides you with email and direct mail templates for a complete line of specific services, including Tires, Brakes, Oil & Filter, General Service, Customer Retention and much more. Also available are holiday-themed communications to thank Customers for their loyalty, wish them a happy holiday and treat them to new service offers. This library is continuously being refreshed with new templates to help drive traffic to the dealership. Dealers can either build their own campaign or use the Guided Activities feature to send out service communications to their Customers quickly.

Build Your Own

This tool allows for the selection of available templates and also a variety of other options:

- Filter lists by distance, models, last service date
- Write-your-own offers
- Choose the channel: email, direct mail or both
- Choose deployment date(s)

Guided Activities

This feature is useful to easily complete a campaign quickly. Guided Activities are marketing campaigns containing pre-assigned creative, pre-built lists and pre-populated offers set up as a package. Campaigns can be reviewed and approved as is or have minor adjustments made to them. Some example Guide Activity campaigns include:

- Loyalty Blitz
- First-Year Defector
- 8+ VINs

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On-Demand Creative

- Build Your Model Year 1-3 Retention
- Loyalty Blitz
- Nissan Genuine & Value Advantage Brakes
- Oil/Filter
- Synthetic Oil & Filter
- First-Year Defector
- General Service
- Express Service
- Lease Maintenance
- Retained 8-10
- And More...

YOUR NISSAN ISN'T RUNNING GREAT UNLESS IT'S STOPPING GREAT

That's why Nissan offers Value Advantage® brakes. These high-quality, affordably priced parts will help give your [Model] the stopping power it needs.

VALUE ADVANTAGE

[Variable1 (non_ES) Variable2 (ES)]

[Dealer_Name]
 [Dealer_Address]
 [Dealer_City] [Dealer_State] [Dealer_ZipCode]
 [Dealer_Phone]
 [Contact_US_URL]

Service Hours:
 [Service_Hours1]
 [Service_Hours2]
 [Service_Hours3]
 [Service_Hours4]
 [Service_Hours5]
 [Service_Hours6]
 [Service_Hours7]

EXPRESS SERVICE

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 Always wear your seat belt, and please don't drink and drive.
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[COUPON_1_TITLE]

\$XXX.XX

Certain restrictions apply. See dealer for details. Price and offer availability may vary by model. Taxes and fees additional. No cash value. Must present offer to redeem. May not be combined with other offers. Nissan vehicles only. Void where prohibited.

Ends [Coupon_1_Expiration_Date]

[COUPON_2_TITLE]

\$XXX.XX

Certain restrictions apply. See dealer for details. Price and offer availability may vary by model. Taxes and fees additional. No cash value. Must present offer to redeem. May not be combined with other offers. Nissan vehicles only. Void where prohibited.

Ends [Coupon_2_Expiration_Date]

P.O. Box 1360
 West Chicago, IL 60186

PRESORTED
 STANDARD
 US POSTAGE
 PAID
 NISSAN

[First_Name] [Last_Name]
 [Address]
 [City] [State] [Zipcode]



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Reporting

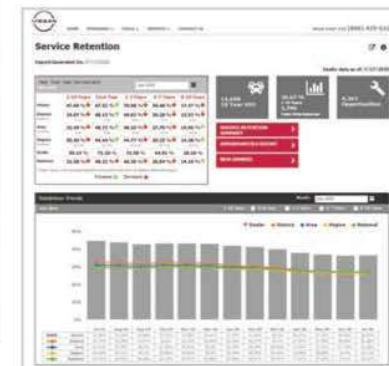
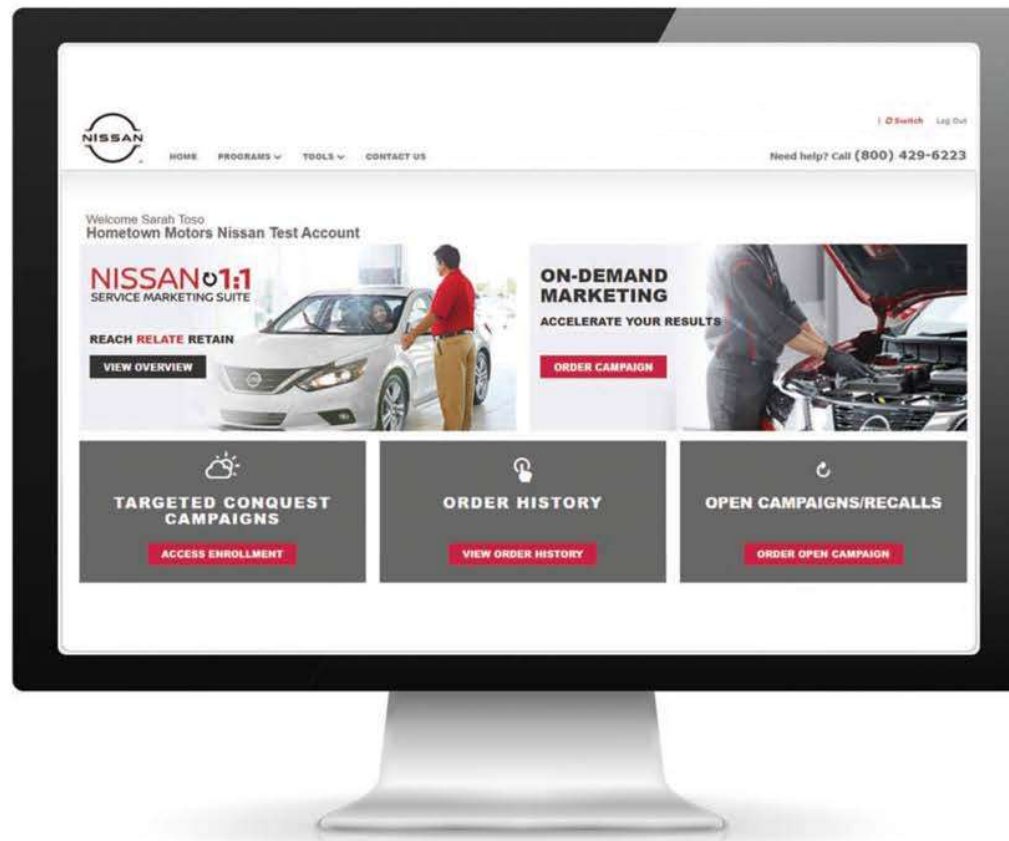
Helps you track performance and make informed decisions to get the most out of your marketing efforts.

Stay informed with new, enhanced reporting

You can now access a wide variety of reports via the NISSAN ONE-TO-ONE Service portal.

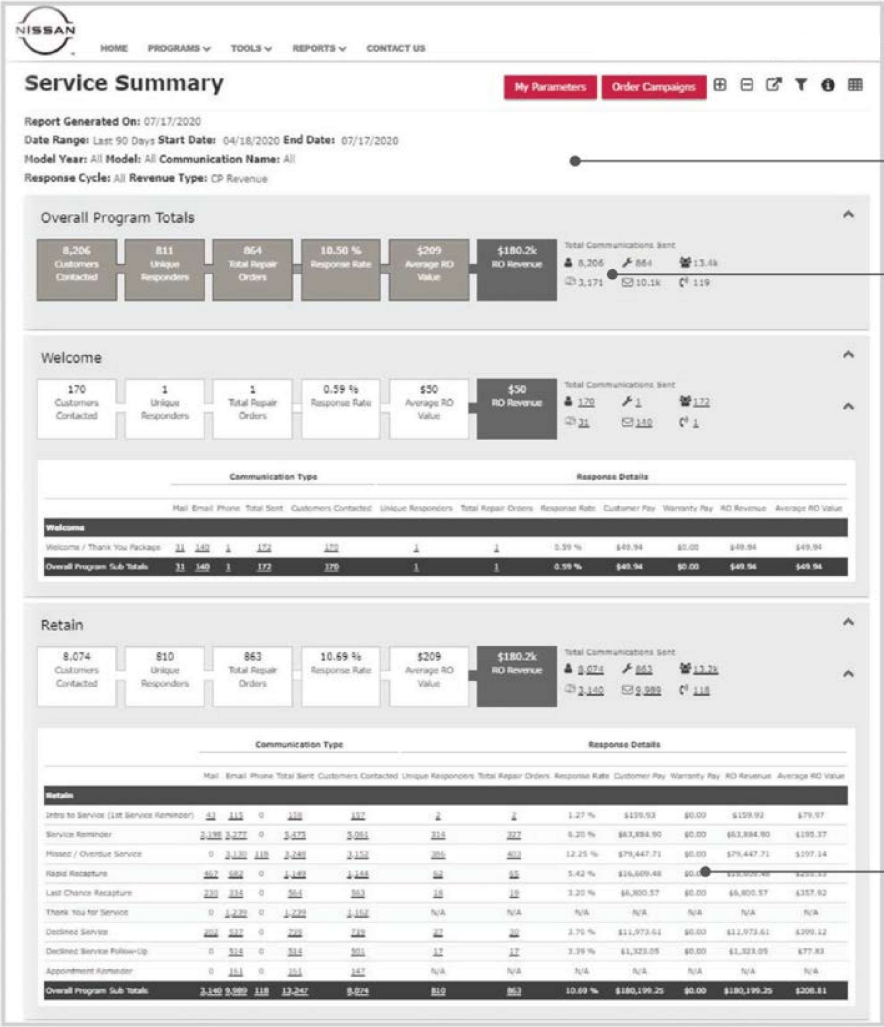
Here, you can:

- View national reporting data at the dealer level
- Analyze KPIs in each of the program phases
- Compare results from different programs
- And more



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Reporting



Service Summary allows you to select and change your desired parameters.

Program Totals provide a breakdown of all your Program Communications (Customers contacted, Avg. CP, ROI) and at each touchpoint level.

Provides a comprehensive breakdown by communication to help you evaluate what is working and which areas may need some attention.

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Program Pricing

Loyalty/Cadence

Two Program Options:

- **Access Plan** — provides access to the **NISSAN U ONE-TO-ONE** portal to enroll in SRCs and deploy ODMs but no always-on-cadence communications.
- **Premium Plan** — includes the full suite of always-on-cadence communications in addition to providing access to enrolling in SRC and deploying ODMs (Open Recall ODM is FREE for **NISSAN U ONE-TO-ONE** Premium dealers!).

TIERED CADENCE PRICING STRUCTURE			
PACKAGE TIER	UIOs	ACCESS PLAN	PREMIUM PLAN
1	0 - 1,500	\$500	\$1,025
2	1,501 - 3,000	\$550	\$1,475
3	3,001 - 4,000	\$600	\$2,050
4	4,001 - 5,000	\$650	\$2,500
5	5,001 - 6,200	\$675	\$3,075
6	6,201 - 8,000	\$700	\$3,500
7	8,001 +	\$700	\$3,975

Pricing Tiers are determined by 10-year UIO counts to provide a consistent, monthly charge for the entire NCI fiscal year.

Offer and Op Code Selection

- Dealers can call the Program HQ Team to choose their specific offers for each communication and to make any program changes.

Seasonal Recapture Campaigns

SEASONAL RECAPTURE CAMPAIGNS PRICING STRUCTURE	
Cost Per VIN	\$1.50

On-Demand

ON-DEMAND PRICING STRUCTURE	
Cost Per Piece	Direct Mail \$1.25
Cost Per Piece	Email \$.05

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THIS ALWAYS-ON, DATA-DRIVEN MARKETING SUITE EMPOWERS YOU TO

REACH

CUSTOMERS AT EVERY STAGE OF OWNERSHIP

RELATE

TO THEIR NEEDS WITH TIMELY OFFERS AND MESSAGES

RETAIN

THEIR BUSINESS THROUGHOUT THEIR LIFECYCLE AND BEYOND

NISSAN  **ONE-TO-ONE**
SERVICE MARKETING SUITE