



# Keep Your Customers Coming Back

Parts and Service Solutions

U.S. and Canada

Increase return service business, generate greater profits, and measure return on investment with a proven, comprehensive service reminder program.

## Better Management, Greater Returns

Return service visits are one of the greatest sources of revenue for your dealership. ReminderTRAX can help you capture more repeat service and increase profits by utilizing smart data management to contact your customers.

- Meet your budget by selecting from a wide variety of standard letters, including reminders, recommended service letters, inactive customer mailings, and more.
- Promote your brand image so your message stands out in the mailbox. Each reminder is custom designed for your dealership by our experienced graphic design team at no extra charge.
- Cut the expense of your service reminder program by placing strict parameters on who receives a reminder, how many they receive, and what type of mailing is delivered, based on service intervals.

- Take a proactive approach to retain inactive customers. Instead of sending a service reminder to a customer who has already “gone inactive,” isolate your customers who are on the verge of “going inactive” and aggressively work to retain them.



Sample reminder postcard.



Sample recommended service letter.

ReminderTRAX®

ReminderTRAX®

### Right Message, Right Time

With ReminderTRAX, you can maximize advertising penetration and results by contacting your customers at specified times. Customer data is drawn out of your dealership management system and important driver data is recorded to help you:

- Maintain a continuous flow of service traffic with letters and postcards that are mailed daily.
- Save money on postage and ensure high deliverability by certifying and updating addresses through the Coding Accuracy Support System and the National Change of Address database.
- Adjust the frequency of communication based on each individual's driving habits with the ReminderTRAX Smart Scheduler. Don't worry about mailing repeatedly to a low mileage driver, or not mailing early enough to a high mileage driver.

### ROI Within Reach

ReminderTRAX Online Reporting provides an accurate picture of your customer retention statistics and clearly communicates your return on investment (ROI) each month. Reports are available in both summary and detailed formats, so you can access the information you need and want. Ask your Reynolds Document Consultant for a demonstration of the robust reporting capabilities of ReminderTRAX, and how you can start experiencing response rates like those shown on the table below.

### Smart Investment

Expert strategy and dynamic graphic design can help drive profits to your service drive, and comprehensive online reporting provides the data you need to better manage your business. Capitalize on profit-generating opportunities by staying in the mind of your customers with ReminderTRAX.



Easily track vital response data online.

ReminderTRAX Yearly ROI			
Letter Type	Avg. Dealer Revenue	ROI	Response Rate
Final Cycle Letter	\$30,628	37:1	11%
1st Service Reminder	\$297,956	74:1	31%
2nd Service Reminder	\$58,687	65:1	21%
Recommended Service	\$71,993	87:1	29%
New Sale Welcome	\$8,519	39:1	26%
Used Sale Welcome	\$4,270	48:1	22%
Service Welcome	\$22,998	49:1	21%
Avg. Yearly Sales per Dealership	\$453,913	67:1	26%

Dec. 2007 - Nov. 2008

For more information on ReminderTRAX, please contact your Reynolds Document Consultant, call 800.344.0996 (U.S.) or 1.800.247.9934 (Canada), or e-mail [IDS\\_Mktg@reyrey.com](mailto:IDS_Mktg@reyrey.com).



MAKING BUSINESS BETTER.