

Measure Customer Relationship

Indicators to Improve the Creation and Maintenance
Of Customer Interaction

- Questions
 - How Can I Make Potential Customers Use My Website To Contact Me?
 - Should I buy Email Addresses to Better Reach New and Existing Customers?
 - Do Loyalty Programs Work?
 - Where do I find Proven Best Practices?





2 THEY FIND YOUR SHOP LISTING AND WEB SITE

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Traffic Sources Overview

May 14, 2010 - Jun 13, 2010



All traffic sources sent a total of 425 visits

Top Traffic Sources

Sources	Visits	% visits
google (organic)	279	65.65%
(direct) ((none))	43	10.12%
yahoo (organic)	21	4.94%

Visits 397	?	Pages/Visit 1.90	?	Avg. Time on Site 00:01:25	?	% New Visits 90.21%	?	Bounce Rate 65.44%	?
Visits 235	?	Pages/Visit 1.83	?	Avg. Time on Site 00:01:23	?	% New Visits 93.19%	?	Bounce Rate 65.53%	?

397 hits yielded 82 potential callers (23 actually called)

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SCHNEIDER'S
CORE VALUES
(Click Here)

805-624-6003 | 807 E. Los Angeles Avenue | Simi Valley, CA 93065 [MAP](#) [Newsletters](#)

The Schneider Family has been serving the motoring public for one hundred years and the residents of Simi Valley, Moorpark and Thousand Oaks for more than a generation. Schneider's marries "Old World" Craftsmanship with the latest training, information and technology. It is the perfect place to take your vehicles for service, maintenance and repair. Our Mission is to provide you and your family with the needed work, done well and finished on time, with all work guaranteed. We are the automotive service professionals you can trust!



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Engaging
calls to action
(not more than 2-3)

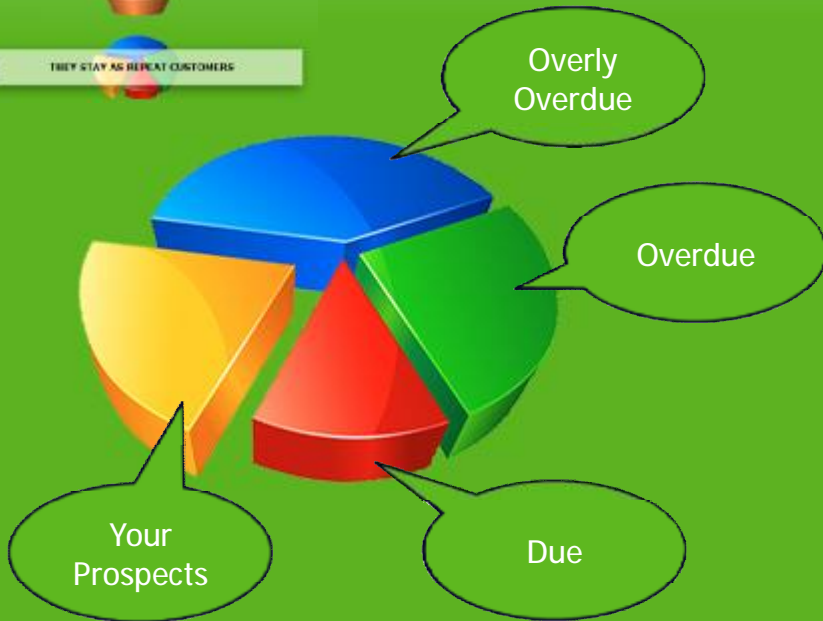
1. Request Appt.
2. Collect E-Mail Addresses
3. Call Service Advisor
4. Leave Review



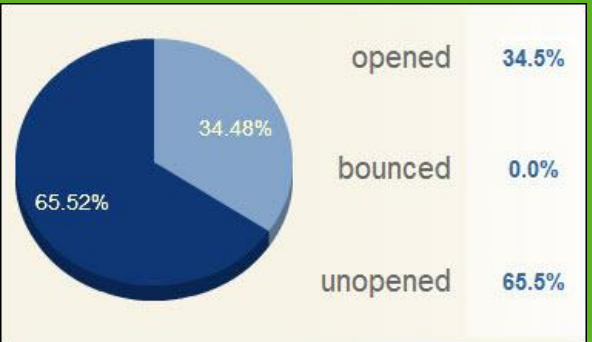
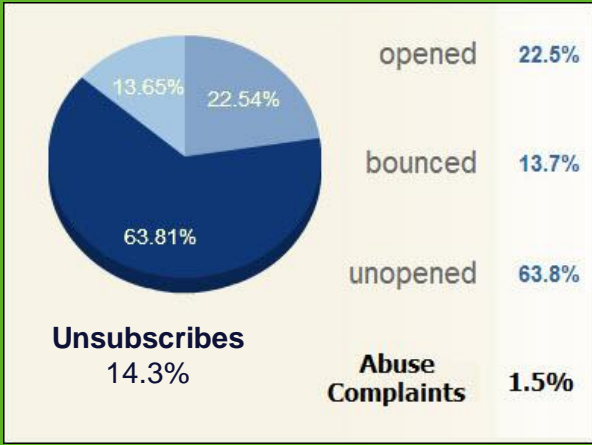
5 THEY STAY AS REPEAT CUSTOMERS

5

THEY STAY AS REPEAT CUSTOMERS



Segment Your Customers AND Your Message

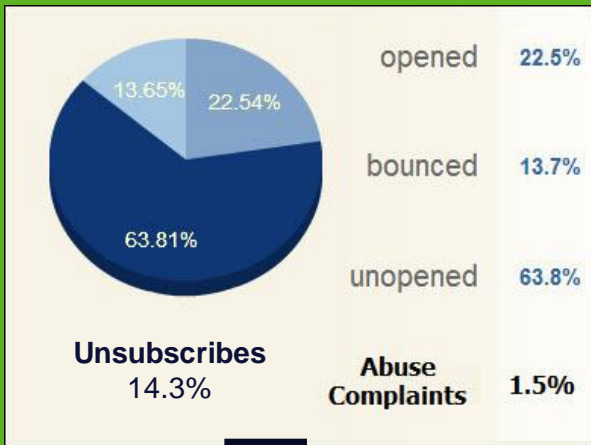




5

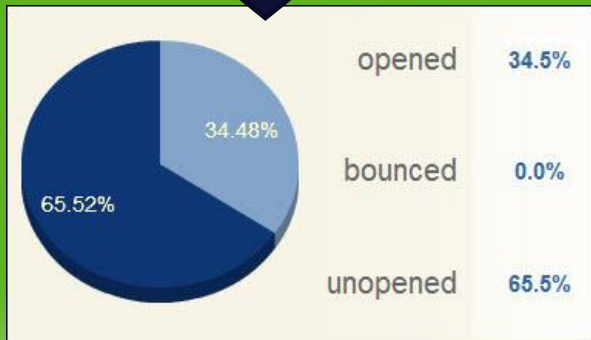
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5 THEY STAY AS REPEAT CUSTOMERS



2. What type of service were you looking for? (Optional)

	Response Percent
Repair	55.6%
Maintenance	32.8%
Both	17.0%



2. What type of service were you looking for? (Optional)

	Response Percent
Repair	22.9%
Maintenance	65.6%
Both	13.7%



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Redeems: 450 points / \$36 Earns: 150 service + 41 invoice = 191 points / \$15.28

Pickup Details - 1997 GMC Suburban

Current odometer: miles

This appointment was a

maintenance visit repair only visit smog test only visit

Allow max 6 months between visits Don't send Service Reminder

Based on your edits

Odometer: 90804 miles (Maintenance visit)

at an annual mileage of: miles

using a service interval of: miles **6**

the next calculated maintenance visit will be

due on **12/13/2010**
 scheduled for

Welcome to

Auto Service & Repair
Enroll in Our
Car Service Program

Schedule Your Service
Based On How You Drive

Earn Loyalty Points
with Every Visit

Know **Recalls** and
Recommendations

Enter your information on the back and
activate your first 50 points!*

*250 points equal \$20 off future services at our shop
(minimum balance is 500 points)

Create Incentive for Loyalty
- Consider Promoting Car Health
- Increase Number of Touch Points

Educate Your Customers About Best Services...

Join a Group of Shops Applying Best Practices...

... Using the Web

When should I sell my car?

Driver

Michael Flory

Vehicle(s)

Vehicle #1
[View Profile](#)

2000 Toyota Camry

Going on a trip, what does my car need?

Driver

Dana Banderet

Vehicle(s)

Vehicle #1
[View Profile](#)

2002 Pontiac Grand Prix

Do I need a new battery?

Driver

Uwe Kleinschmidt

Vehicle(s)

Vehicle #1
[View Profile](#)

2006 Chevrolet Malibu Maxx



I'd like to find out how to achieve...

Service Advisor



Larry Moore
Mountain View, CA, United States

...43% Appointments at Pick-Up



Mitch Schneider
Simi Valley, CA, United States

...42% Email Opening Rate



James Wallece
Seattle, WA, United States

...160% Increase in Revenue



Steve Lee
Columbus, OH, United States

...25% Reviews



George Hack
Cape Coral, FL, United States

...100% Follow Up



Seldon DelGiorgio
Goleta, CA, United States

...1 new Web Customer per Day