



Customer Retention Marketing

The Right Message At The Right Time

Customer Retention Marketing (CRM) from Mitchell 1 integrates seamlessly with your shop management system. Everyday you'll be turning first-time customers into loyal, profitable customers simply by using your shop management system to run your business. As your customer satisfaction improves, repeat business leads to increased revenue and profit.

Mitchell 1 Customer Retention Marketing Service Reminders are the first step to optimizing your valuable customer database. Service-specific recommendations are pulled directly from your Mitchell 1 Manager database and sent to your current customers as their

vehicles come up for scheduled maintenance. The personalized nature of the cards means that they won't be regarded as "junk mail," but rather an important form of communication between you and your customers. One of the biggest challenges most shops face is ensuring that they are communicating with repeat customers, and making sure they are scheduling regular appointments to properly maintain their vehicles. Loyal customers are the cornerstone of any solid, successful business. Maintaining these core customers is vital to ensuring that your business continues to grow and profit.



Features

- ✓ CRM Summary Reports
- ✓ Service Recommendations
- ✓ Service Reminder Postcards
- ✓ Service Reminder E-mails
- ✓ Priority Technical Support
- ✓ Dedicated Marketing Support Center
- ✓ Daily Shop Progress Report
- ✓ New Customer Thank You E-mails
- ✓ Target Market Promotions Access



* Internet access required

** Requires Mitchell 1 or ShopKey management systems

Phone: **800-410-0529**
Web Site: **Mitchell1.com/crm**

Mitchell1
Business Performance Services



CRM Reporting – Provides a snapshot of how your marketing program is working. Measure your ROI and response rates. Identify your best and most profitable customers by vehicle type.

Customer Retention Marketing

Choose a view of CRM information:

- Executive Summary
- Campaign Summary
- Vehicle Summary
- Customer Visit
- CRM Eligibility
- Call Tracking
- Log Out

A&J AUTO SERVICE **Customer Visits Detail Report - Sept. 2006** Sept. 2006

Customer	Phone	Vehicle	CRM Sent	Type	CRM Visit	Invoice \$	12 Mo. Visits
Mike Jones	888-256-3758	1999 Volkswagen New Beetle GL	10/21/05	✉	11/28/05	\$45.81	4
Jack Johnson	476-357-2221	2000 Volkswagen Jetta GL	11/18/06	✉	11/28/06	\$79.01	3
Mary Williams	581-354-8851	2003 Audi A4	09/23/06	✉	11/21/06	\$57.60	5
Steve Jones	257-365-8852	2003 Toyota Corolla LE	09/30/06	✉	11/07/06	\$29.84	3
John Brown	777-628-6521	1998 Nissan Frontier XE	09/13/06	✉	11/28/06	\$422.29	3
Susan Davis	365-562-8854	1998 Nissan Frontier XE	09/13/06	✉	11/11/06	\$481.69	3
Barbara Fisher	214-548-7753	2000 Toyota 4Runner SR5	09/20/06	✉	11/10/06	\$30.28	3
Chris Arden	456-852-5674	2001 Dodge Ram Van B2500	11/15/05	✉	11/29/05	\$174.99	2
Richard Hamilton	325-756-5562	1997 Toyota Avalon XL	11/07/06	✉	11/29/06	\$1089.32	4
Melissa Miller	325-585-4525	2001 Nissan Xterra XE	10/20/06	✉	11/08/06	\$794.22	4
Jennifer Winston	325-568-8152	1999 Mazda Protege LX	11/09/06	✉	11/28/06	\$75.43	2
Chuck Woods	123-456-7896	1996 Honda Accord LX	11/07/06	✉	11/21/06	\$148.43	3
Rick Henry	445-875-5658	1999 Saab 9-5	09/16/06	✉	11/30/06	\$222.84	4
George Lopez	555-258-5637	1999 Saab 9-5	09/16/06	✉	11/14/06	\$93.50	4
Sarah Reed	456-258-5627	Mazda 626 LX	11/07/05	✉	11/30/06	\$74.81	3

Monthly CRM Totals

\$12,062 **3.03**

Total Monthly CRM Invoice Summary for Sept. 2006 CRM Average Return Rate for Sept. 2006

[How is this calculated?](#) [How is this calculated?](#)

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Internet

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