

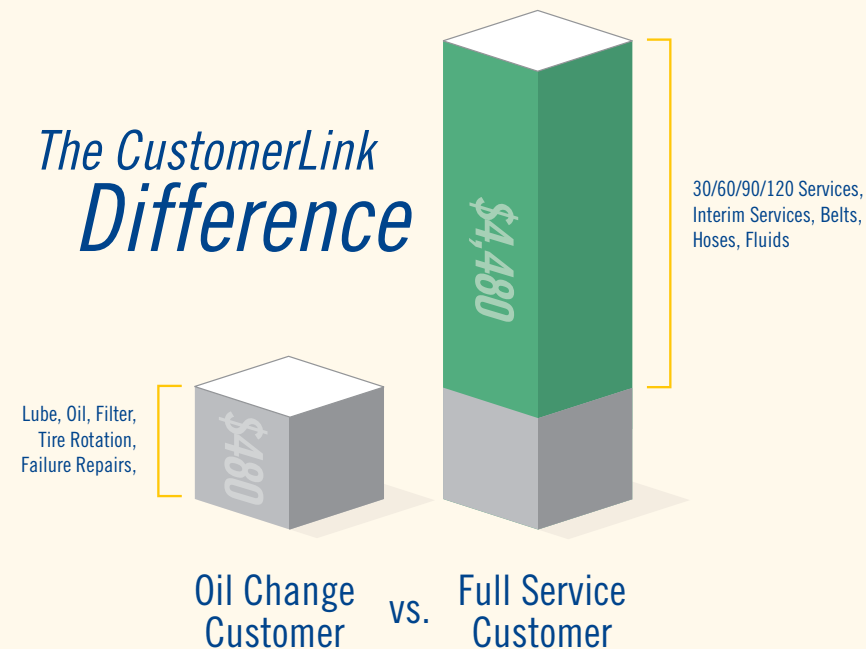
Customer Retention Means Getting and Keeping the Right Customer

Not all customers are created equal—in the long term, the one-time customer is far less valuable to you than the loyal customer who brings all of his vehicles to you on a regular basis—this is the essence of customer development. CustomerLink retention programs help thousands of auto service businesses like yours keep their valuable customers coming back. This means reduced spending on advertising to attract new customers, and less need to discount services. The right customer:

- Gets all their repair work done at your shop
- Returns to your shop several times a year for scheduled maintenance
- Trusts your service recommendations and doesn't expect discounts
- Schedules appointments in advance and keeps them
- Brings all family vehicles to you for service
- Refers friends and neighbors to your shop
- Brings you higher revenue and profits year after year



The CustomerLink Difference



CustomerLink

CustomerLink Systems Inc.
1376 Lead Hill Blvd., Suite 150
Roseville, CA 95661

Maximize Existing Relationships... and Boost Profitability



Customer Communication and Development Services for Your Auto Repair Business

CustomerLink
Full Service Customers For Life

Who We Are and What We Offer

CustomerLink is a leading provider of customer development services for auto repair shops. We keep you in touch with your existing customers—via service reminders and a comprehensive set of communication options. Effective customer communication strengthens your relationships with your customers, and results in a proven, measurable increase in vehicle profitability—higher average tickets, jobs with better margins, and a more consistent workflow. In today's highly competitive market, successful shops rely on customer communication programs as an essential tool for maximizing their businesses.

Benefits of Customer Communication

Increased Profitability

Each year billions of dollars in aftermarket repairs and maintenance go unperformed. This is largely because vehicle owners aren't aware of the services due, or forget to call for an appointment. By consistently reminding customers of required service events, you'll automatically increase the number of times you see a vehicle each year and therefore realize more revenue from each vehicle you service.

Cost Effective Marketing Solution

Analysis of our existing customers shows a \$50 return for every dollar invested in a CustomerLink service reminder program; and you only pay for what is sent—there are no monthly fees and NO HIDDEN COSTS.

Hassle Free—We Do It For You

We take care of everything—the data base, programming, design, postage, mailing, email and reports—this allows you to focus on what you do best, running your business.

Customers Expect It

Customer communication adds value for your customers and lets them know you care about the maintenance of their vehicles. They rely on service reminders, and customers expect you to communicate with them. When you keep track of what their cars need, they don't have to!

Flexibility

We offer a complete range of custom communication programs that we will design to meet the specific needs of your business.

Enhance Your Professional Image

Communicate the way the big national companies do. Regular communication lets your customers know you're a professional and that you want to be their automotive service provider for the long term.

Why CustomerLink? We're the Original, and the Industry Leader.

State-of-the-Art Technology

An effective customer development program is more than simply sending out postcards—CustomerLink utilizes powerful industry-leading technology to capture and track information about your customers, their vehicles, and their driving patterns. We use this information to automatically generate timely, ongoing communication with your customers that is specific to their maintenance and service needs. And our system provides you with sophisticated reports that analyze your business and how well your communication program is performing.

Superior Customer Service and Support

CustomerLink is committed to providing industry-leading levels of customer service and support. From the time you sign up, your dedicated CustomerLink representative is with you every step of the way to ensure your program continues to work for you as your business grows. We set the standard and we do it best!

CustomerLink Is Working for My Shop



I've been in business almost 20 years and have seen a lot of things, heard a lot of 'great offers' and even tried a few. So, when CustomerLink contacted me, I was interested but skeptical. Competition is tough—I had considered sending out reminders and other notes myself, but there was never enough time.

I decided to give CustomerLink a try. The initial investment was small, and they do all the work. What did I have to lose? Within a few months there was a surge in my business. Customers were calling to schedule appointments. The factory maintenance reminders generate work that's more profitable than the typical repair work we were seeing. Our customers like getting the service reminders. They say it helps them stay current, and many have recognized we can actually help them save money by keeping their cars properly maintained.

Signing up with CustomerLink was a great decision, and I would recommend CustomerLink to any shop.

Greg Onasch
Owner, Auto Tech
Sonora, California



A Complete Range of Customer Communication Services

- Introductory Mailings
- Customized Communication Pieces
- Manufacturer-Recommended Service Reminders
- Customer Satisfaction Surveys
- Technician-Recommended Service Reminders
- CustomerLink E-Prompt (email notices + reminders)
- Oil Change Reminders
- CustomerLink Voice Prompt
- Promotional Messages (specials, seasonal services, etc.)
- Customer Acquisition Mailings
- Loyalty Cards Program
- Monthly Return on Investment Reports
- Holiday Cards
- Business Analysis Reports
- Customer Appreciation Mailings
- CustomerLink Service Advantage (vehicles towed to your shop)

Call today to set up your program!

888.942.5448 toll-free

www.customerlink.com

Be Car Care Aware™