



SERVICE

Linked In

How Courtesy Acura boosted client loyalty and service revenue by turning more clients on to AcuraLink

The dealer-client relationship is one of the most important factors when it comes to boosting service and sales revenue, and anything that strengthens that connection gives dealers an edge. Realizing this, Courtesy Acura in Littleton, Colo., began automatically enrolling clients in AcuraLink. Not only do the system's amenities help clients get the most out of their cars, it ultimately points them back to Acura. "They're connected to you through the car," says Tom Reddick, general sales manager at Courtesy Acura.

AcuraLink delivers digital-minded clients a high-tech, personalized experience in their high-end vehicles. The system connects vehicles to a 4G LTE cellular network to monitor the car's performance. Subscribers to the Connect package can remotely lock or unlock the car from any location. Subscribers to the Premium package can even contact a live concierge through their Acura. "The remote connection to Acura really falls in with the features of a luxury product," says Reddick, "and the live AcuraLink concierge lines up with what clients run into elsewhere, at luxury resorts."

Many dealers make AcuraLink part of the initial sales pitch to potential clients. But Courtesy Acura found that a different approach works best for them: the dealership's concierge delivery expert activates the complimentary Standard AcuraLink package using a Courtesy Acura-related name and password after the sale. This way, clients begin receiving updates from Acura as soon as they start driving their new car. When they go to change their

RAPID RESPONSE

Clients enrolled in AcuraLink stay more connected to dealers and the Acura brand.

Response rate

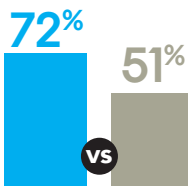
49%

AcuraLink service reminders

30%

Regular service reminders

Client loyalty



AcuraLink clients vs Non-enrolled clients

AcuraLink profile, the name and password keep Courtesy Acura front of mind. The aim is to give clients a familiar experience similar to that of buying a new computer or smartphone and setting it up to receive brand updates. "We've found that increased enrollment provides a better guest experience with their vehicles," Reddick explains, which is why Courtesy Acura enrolls 96 percent of its clients in the Standard package. (The other four percent of clients opt for the Connect and Premium packages.)

The dealership has seen an increase in client retention that makes the five-minute enrollment process worth the time. AcuraLink automatically determines when the vehicle is due for service and sends a reminder email that gives clients the option to instantly schedule a service appointment online with their dealer. "You see the light come on and you have an email informing you of what that light means," explains Ed Pouster, senior manager, Acura Parts and Service. "It's timely, relevant and very actionable, and it's connecting clients to their relationship dealership."

The timeliness and convenience mean more AcuraLink clients return to their dealers for service. "AcuraLink service reminders produce a higher response rate, which means more client-paid repair orders and more service and parts revenue," adds Pouster.

What's more, service loyalty translates to repeat sales or leases. "Enrolled clients are more loyal to the dealership than those whose cars are not activated," he says. "And we know that loyal clients repurchase at a higher rate." ⚙

MAKING CONNECTIONS: AcuraLink FAQs

How do you activate the vehicle?

Dealers can activate clients' vehicles or cars in their inventory through the Interactive Network. Clients can go online, call 1-877-375-2638 or push the blue "Link" button in their vehicle.

Can clients try AcuraLink before enrolling?

Yes. Each purchase or lease of a new, enabled Acura vehicle includes a complimentary three-year subscription to the Standard package and a 90-day free trial of the Premium package, but clients do need to activate the subscription or trial, or ask their dealer to do it. (The 90-day free trial currently requires clients to provide a credit card number.)

A demo version of the Premium package is available to dealers who want to activate cars in their inventory and show off the features during test drives.

What if my client has a pre-owned Acura vehicle but wants to try AcuraLink?

If the vehicle has not been activated yet, the dealer may be able to give the client the 90-day free Premium trial. A program for certified pre-owned vehicles is under review.

What's next for AcuraLink?

An integrated smartphone and tablet app that will send in-app service reminders is due out this spring. As both technology and vehicle hardware improve, future model years may have additional features.