

SERVICE

Message Received

Use the Precision Crafted Performance Service Portal to communicate more effectively with clients—and increase your service retention

Strong communication is at the heart of every healthy relationship. So when it comes to maintaining client relationships, the Precision Crafted Service Communication (PCSC) portal can make a big difference by helping dealers connect with clients and bring them back to the service drive.

“We spent a year doing very in-depth research,” explains Ed Pouster, senior manager, Acura Parts and Service. “We identified reasons why particular groups of clients come in, why they service at a dealership and the barriers to servicing.” The assets on the PCSC portal were then developed specifically to reinforce elements that attract clients and address the barriers.

The PCSC is a one-stop hub, accessed via the iN, that makes it faster and easier to send out service marketing messages. The messages can be tailored to clients by model/model year, distance from the dealership or the clients who are most likely ready to service their vehicle. The messages highlight what dealers want their clients to see (such as a glossy shot from the latest Acura ad), and what clients want to see at that point in their vehicle ownership (such as a great coupon).

The portal gives dealers two ways to reach out:

1. Reminder communications; and
2. Prospecting communications for lapsed or inactive clients.

HELPFUL REMINDERS

Reminder communications use a “set it and forget it” method: they only need to be created once, then are sent out once a week to certain clients based on an algorithm. (No additional dealer action is needed.) The model uses existing data about the client, such as purchase date or mileage at a past service, to predict when their vehicle will be due for its next service. It then sends a timely prompt to book an appointment, helping them stay on top of vehicle maintenance.

“We’re taking information that we have about the client’s car that we get when they come in for service,” Pouster explains. “Of course, with AcuraLink, we can pull the actual telematics from the car and know when it’s ready for maintenance.”

“The predictive model,” he adds, “represents an innovative shift away from looking at clients within 25 miles of a

dealership,” toward other factors that are more indicative of purchasing behavior—so dealers can expect a better response rate and more clients returning for service.

Reminders are usually sent via email, or by direct mail if the client hasn’t provided an email address. As of last September, those with the AcuraLink app will also receive a notification in the app and can tap through to schedule a service.

GOOD PROSPECTS

Prospecting communications include on-demand mailers or emails, seasonal events and very targeted campaigns, such as recall communications.

Ordering on-demand communications is as easy as using any e-commerce site. Simply:

- select an audience and a layout;
- add coupons;
- review the order; and
- submit.

After selecting the audience, dealers can review the cost, which is based on how many of the chosen clients have provided email addresses and how many will need to be

NEED A HAND?
We’re at your service

Call **800-972-5479** to reach the portal helpline

Ask your **district manager** for campaign ideas

Look for one-page feature overviews and FAQs in the **News** section of the portal

reached via direct mail. Email-only orders, known as instant on-demands, are only sent to clients who have provided an email address, at absolutely no cost to the dealer.

Dealers can choose between the Acura Precision Crafted Performance style and more region-specific imagery for the messaging. “The images tie into the overall brand positioning, with the same high-color, high-energy feel you’ve seen in our commercials,” Pouster explains. “We try to make it as customizable as possible, though, so we also have snow and rain for our winter seasonal campaign.”

What makes the portal really powerful, though, is its customized coupons feature. Dealers can fill the coupon slots in the message layouts with service offers, coupons versioned for specific models and even non-service initiatives, such as ongoing lease specials. First-time users can browse a library of stock coupons; for repeat orders, just click a button to re-use coupons from previous mailers.

TRACKING STATS

It’s a snap to see the results of each campaign. Eight dashboards give dealers an at-a-glance summary of all service marketing activity, making it easy to see response rates, ROI, the amount of service revenue driven by campaigns and more. Color-coding highlights areas where the dealership is doing better—or worse—than the district, zone and national averages.

Dealerships that use the communications and reports available through the portal will see results in their service revenue, says Pouster.

“We are always striving to maintain our competitiveness against independent repair facilities that outnumber Acura dealerships,” he says. “Our priority is to keep clients coming back.”

SALES

The Ultimate Advantage

The new Acura Client Experience portal makes it easier for dealerships to maintain their competitive edge

A dealer’s number-one priority is taking care of clients, as their experiences are the ultimate driver of long-term revenue. That’s why keeping up with client experience surveys is a critical responsibility for any dealership’s management team.

That task just got a lot easier with the recent launch of the new client experience portal, which consolidates information from:

- the new owner’s survey (CPE);
- the Acura Certified Pre-Owned Vehicles (ACPV-CPE) survey;
- the service survey (ACE); and
- mystery shop data (Acura Experience).

“It’s the same information that dealerships have been getting for years, but now it will have the same look and feel across the platform,” explains Mamadou Diallo, senior manager, Acura National Sales. “This will make it much simpler to dig right into the data. Previously, dealership management had to spend time navigating the four different iN websites where survey results were stored.”

GET THE BIG PICTURE ON THE LANDING PAGE

After logging in to the portal on the iN, users will now see a landing page with a holistic, color-coded view of the dealership’s performance across the four survey platforms. “At a glance, dealership team members will be able to see how they’re performing across the entire client journey, from sales to service,” says Ed Pouster, senior manager, Acura Parts and Service.

The landing page will also give different departments insight into what’s happening in the showroom or service drive. “Every sales manager wants to look at every sales survey,” says Diallo. “But it is rare that salespeople know what the service scores are, and vice versa. The new portal was built so that everyone knows what’s going on.”

This way, employees can share ideas for improvement and take pride in the dealership’s positive results. “Our service consultants log in every day; it’s like their own little competition,” says Patty Meno, a facilitator at Marin Acura in Corte Madera, Calif. “They’ll come to me and say, ‘Did you see that survey I got?’”

DIVE DEEPER WITH TEXT ANALYTICS

The portal adds powerful new features to the tools available for dealerships, such as text

analytics. This makes it easy to see verbatim comments from clients on survey questions where that’s an option.

TAKE THE NEXT STEP WITH THE ACTION-PLANNING TOOL

Once they’ve analyzed the survey data, dealers can click through to use the enhanced action-planning tool, which is now available for all surveys. (Previously, it was only available on the mystery shop site.)

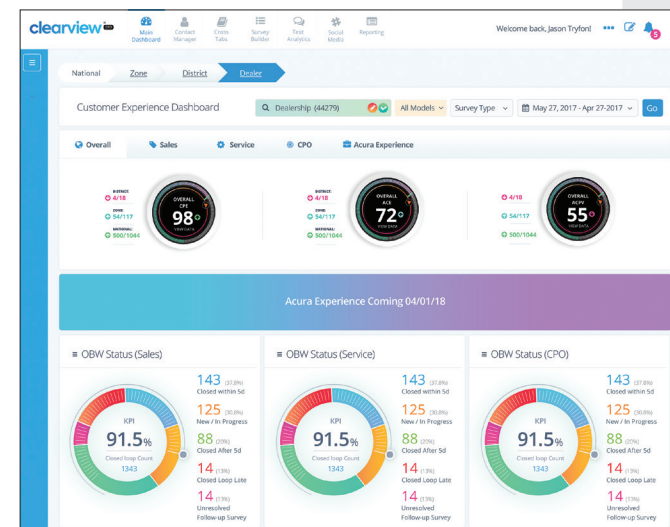
The tool now:

- helps associates focus on areas of the client journey that can be improved;
- asks them to set a goal score for specific survey questions; and
- sends reminders if they don’t reach that score.

“The dealership closes the gap by hitting the metric they’ve established for themselves,” explains Pouster. “It brings dealers full circle in the continuous improvement process.”

Debi Stevens-Byrnes, the general manager at Marin Acura, believes the new portal will make her staff more efficient. “Having it all on one platform is going to make life a lot easier for everyone,” she says. “It took us a lot of time just to get there, find what we needed and then follow through on it. But with those processes expedited, we can spend that time actually implementing our action plans.”

And improvement is the end goal. “Client experience is quickly becoming the main competitive advantage in today’s world,” says Pouster. “By making the information on the portal more accessible and easier to analyze, it will become much more powerful in helping dealerships improve the client experience—and ultimately, their sales.”



DID YOU KNOW?

THE PCSC

is accessed through the iN under Service, labeled PCS Communication

THE DATA

that drives the PCSC is regularly checked against a national database of address changes and vehicle ownership transfers, so dealers get the most current info

SERVICE MARKETING REPORTS

can be exported as spreadsheets using the Cross Tabs tool

SERVICE MARKETING RESPONSE RATES

are 50 percent higher among clients enrolled in AcuraLink