



Success with Declined Service Follow-up

Dealership: Huggins Honda is a dealership in Texas who had been using Advanced Service from Reynolds and Reynolds for 1.5 years.

The dealership saw excellent growth from Advanced Service. It also helped them realize how much work was being recommended and not completed.

Situation: Advanced Service allowed the dealership to offer a standardized and efficient service experience to their customers. It also paved the way to capitalize on up-sell opportunities. However, they were missing one key piece to the process: declined service follow-up.

Customers who decline a recommended service are flagged in Advanced Service, but actual follow-up is manual process that requires dedication, time, and attention. For Huggins Honda, the follow-up wasn't being performed consistently or effectively, causing the dealership to miss out on additional service revenue.

Solution: The best way to capture missing service revenue was to implement a system that would automatically and dynamically follow up with customers who decline a recommended service for their vehicle.

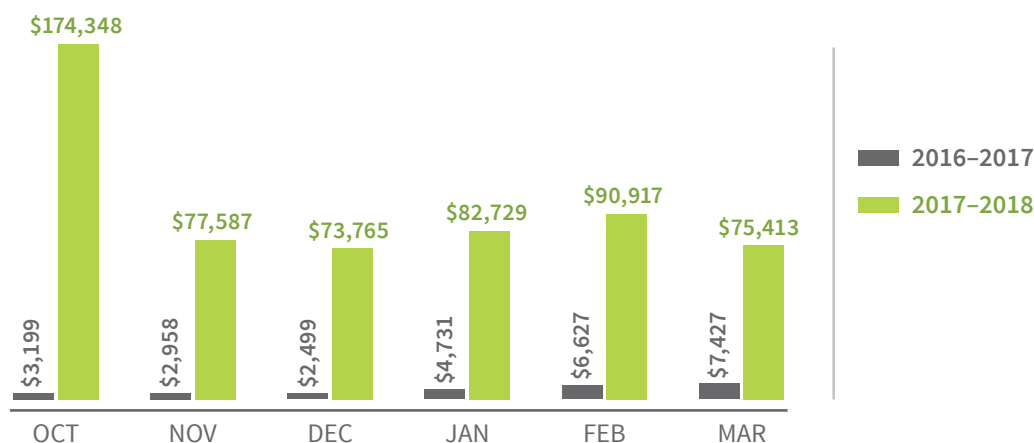
Action Steps: The first step was to cleanse the dealership database. Naked Lime corrected addresses and updated VIN ownership records to maximize deliverability and accuracy of follow-up messages.

The system then began to identify and notify customers who had declined a service. The reminder messages were categorized based on urgency of the repair and personalized for each customer.

Each month, the database was updated and additional emails were appended, allowing Huggins Honda to follow up with more customers who declined recommended services.

Detailed results tracking allowed the dealership to see who had been contacted, who actually returned for the service, and how much each customer spent on the repair.

Results: Naked Lime measured the year-over-year sales generated from customers who returned for declined services before and after implementing automatic follow-up.



Conclusion: Huggins Honda was already a successful and growing dealership. Naked Lime helped build on what they were already doing well, and provided a more complete service experience to their customers.

In addition to monetary benefits, Huggins Honda also noticed an increase in customer feedback about their follow-up messages. Customers are thankful for the soft reminder, which is viewed as customer service rather than a sales tactic.

Testimonial:

“We decided to get Naked Lime Targeted Marketing, and it has been the missing piece of our service process. Following up with customers is no longer a pain, and it has improved the customer experience. Any dealership would be crazy not to have Targeted Marketing; it’s a no-brainer. The return on investment is amazing.”

— CASEY POLLARD, SERVICE DIRECTOR

