



## VIN SERVICE ENGAGEMENT

Captures revenue throughout a customer's lifecycle and drives them back to the dealership

### OVERVIEW

VIN Service Engagement leverages Outsell's artificial intelligence to focus on customers in-market for service, providing an omni-channel approach to lifecycle marketing that is designed to extend a dealership's reach beyond a single channel or profit center, while recognizing a consumer's current needs.

- Provide dealers with a service offering that helps capture revenue throughout the customer's ownership of their vehicle, while seamlessly nurturing repurchase at the right time.
- An omni-channel approach to marketing that is designed to help extend a dealership's reach beyond a single channel and allows flexibility for the consumer to engage.
- Campaigns that focus on customers in market for service by leveraging Outsell's artificial intelligence to identify and target customers for the relevant service needed at the right time.

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"Outsell's AI-driven marketing platform is much more advanced than what we were using previously. With VIN Service Engagement, we had a 12:1 ROI on our Direct Mail spend due to Outsell's advanced budget optimization. We also saw a 91% increase in linked ROs from consumers who have not been in for service for over a year. This is above and beyond what I've seen elsewhere."

- **Ryan Carreon, Service Manager, Nissan of Staten Island**

"Outsell's service offering is fantastic and very comprehensive. In the past, we've relied mostly on the OEM service marketing programs, which limit what you can do, and which customers you can target. Outsell has a smarter approach where we can send a much lower volume of direct mail and achieve better results. Plus, there's no mark up on the direct mail per-piece or the Facebook media spend, so they aren't pushing me to increase my budgets unnecessarily in order to boost their own profits. The OEM programs' direct mail pieces are 5 times more expensive per piece and they even charge you for every email they send. Not with Outsell!"

- **Matthew Schworer, General Manager, Honda Cars of Bellevue**

## CASE STUDY APPROACH

Outsell's artificial intelligence picks the best channel for each customer based on their engagement and prioritizes the optimal channel to reach them. For this study on VIN Service Engagement, Outsell targeted 10 dealerships across the US and 4 brands.

VIN Service Engagement includes:

- 20 email campaigns
- 6 direct mail campaigns
- 2 social campaigns

By leveraging an integrated omni-channel service retention approach, VIN Service Engagement drives customer loyalty with these key campaigns and reminders when lapsed service occurs or tires are due, for example.

Additionally, VIN Service Engagement also has automatic "Service-to-Sales" capability, allowing for AI-driven personalized inventory recommendations within the communications when a service customer is in market for their next vehicle.

## BEFORE AND AFTER RESULTS

Impact of the New Product

Methodology: Outsell averaged results from participating dealers the prior 4 months **WITHOUT** VIN Service Engagement and compared to months **WITH** VIN Service Engagement.

- 38% average increase in total "linked" ROs
- 65% average increase in "linked" ROs from "winback" consumers who have not been in service for over a year
- 27% average increase in consumers who clicked service content (i.e., people who clicked "schedule service", "service coupons", etc.)
  - Average media spend ROI for the Direct Mail & Social Channels: 17:1

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"Outsell's targeting methods are more advanced than other vendors I've used, and that translates into increased ROs on consumers who are harder to convert. I've never seen service reporting transparency quite like Outsell. That gives me confidence that the program is working. I also like how the program automatically guides the consumer from service to sales as the AI picks up on in-market timing signals. It really nurtures the whole lifecycle of the consumer while supporting our major profit centers."

- **Katie Rosenbaum, Marketing Manager, Newton Motor Group**

"I've not seen another company integrate the sales and service marketing programs as well as Outsell. The platform knows when each person needs to see a targeted sales message, a service message, or a combination of both. In addition, the multi-channel capabilities have given me much higher results than expected. For example, we see an average of a 15:1 ROI on our Direct Mail service spend."

- **Nick Grava, Digital and Marketing Manager, Grava Chrysler Jeep Dodge Ram**