

Total Dealership Marketing



Increase Dealership Revenue

Increase Dealership Customer Satisfaction

Identify Genuine CRM Opportunities

Total Dealership Marketing is a CRM (Customer Relationship Management) Call Centre that performs automotive CRM functions on behalf of your dealership. TDM's total focus is to work with dealerships to increase their revenue and productivity in the Showroom and Fixed Operations departments. By outsourcing your outbound customer communications, Total Dealership Marketing lets your staff focus on what they do best – selling and servicing your customer, whilst we do what we do best – contact your customers on your behalf.

Total Dealership Marketing increases retention of your existing customers by driving your dealership message. Current advertising analysis shows that it can cost 6 to 7 times more to sell your products to new customers through traditional advertising methods compared to retaining and reselling to existing customers. Total Dealership Marketing can help you mine the gold that exists in your customer database by providing structured campaigns that target all areas of your business.

Our CRM campaigns include:

- **Customer Retention Programs** ensure your dealership and brand are kept front of mind of your sales and service customers through consistent customer contact. With increasing vehicle service intervals, these campaigns decrease lapsed customers and therefore ultimately increase service retention and sales repurchase.
- **Showroom and Service CSI Reporting** tracks customer satisfaction, identifies positive and negative practices within the dealership, enables trend analysis and increases manufacturer CSI scores to help achieve an increase in dealership bonus returns.
- **Service Reminder Campaigns** ensure customers return for service on time. This campaign delivers increased revenue and dealership profits and decreased lost labour sales by limiting customer no-shows. Customers can be kept aware of ongoing service offers through direct mail or telephone contact.
- **Dealership Contact Campaigns** to invite customers to launches, sales events, incentive and factory campaigns, as well as new location advice. TDM makes one-off campaigns affordable and delivers measurable results.

Total Dealership Marketing services all areas of outbound communication to your customers to increase profits, deliver qualified prospects to sales teams and keep service departments busy throughout the entire year, all with real time reporting and seamless integrated campaigns designed by automotive specialists.

Super Benefits

- Increase revenue for your dealership
- Increase service retention
- Increase sales volume
- Increase customer loyalty & CSI scores
- Clean up your database through customer changes identified during phone calls
- Decrease dealership headcounts and therefore overheads
- Detailed monthly analysis reports that identify core revenue opportunities
- Professional telemarketers promoting your dealership and services
- Timely, specific and measurable customer contact - everytime

Fast Facts

- Our CRM call centre speaks to over 33,000 people per month
- We will speak to 60-70% of your customer data pool per extract
- TDM currently books over 1,200 service appointments per month
- We deliver more than 165 campaigns per month
- TDM helps increase dealerships to improve their overall CSI score with the manufacturer
- We deliver real time reporting and campaign trend analysis unlike most other CRM providers
- Our CRM call centre employs over 17 telemarketing staff that deal exclusively with automotive campaigns

