

PHONE CALLS IMPROVE SERVICE CUSTOMER RETENTION

Appointment-setting, live calls drive loyalty and retention

Learn how Round Rock Toyota improved its retention, increased ROs, and earned a **7x return** on their marketing spend.

CHALLENGE

Round Rock Toyota was experiencing a decline in service customer retention because customers were not returning for service at regular intervals. The dip in retention occurred specifically among prepaid maintenance customers, those with no-cost or manufacturer-paid service visits.

The store already had a marketing strategy in place that targeted general service customers via email and direct mail, but the dip in retention proved efforts to correct the decline were not successful alone. The dealership needed a highly-segmented strategy that would specifically target consumers at risk for affecting retention metrics or that were already negatively impacting the dealership's retention.

HOW WE HELPED

GSM recommended an omnichannel approach that integrated phone call reminders for prepaid maintenance customers into their general email and mail efforts. Round Rock Toyota started using GSM's Phone Call program to specifically target service customers due or overdue for a prepaid maintenance visit, or those who are about to expire.

The live, appointment-setting calls are designed to reach customers who are most eligible to come in for service, taking into account mileage intervals and service due date estimates, maximizing ad spend.

“

Since we started the Phone Calls program, we have been setting more appointments, bringing in more customers, driving customer loyalty, and increasing retention.

- Jimmy Wilson
Service Director, Round Rock Toyota

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The automotive marketing people.

VIEW CASE STUDY ONLINE
<https://bit.ly/2vpPVII>

SOLUTIONS USED

Calls extended special offers - unique to the dealer and customer segment - making it relevant and appealing to return for service. Phone calls help establish a relationship with prepaid maintenance customers, helping to develop dealership preference when their cost-free maintenance term has expired.

- **Phone Calls** Program helped bring in customers closest to negatively affecting the dealership's service retention

RESULTS

Since the program began, Toyota of Round Rock has seen results that directly combat service challenges:



108+

ADDITIONAL
REPAIR ORDERS
PER MONTH



63+

APPOINTMENTS
MADE FROM PHONE
CALLS PER MONTH



\$121

UP TO \$121 AVERAGE
DOLLARS PER RO



7X

RETURN ON
MARKETING SPEND

Residual benefits include:

- Savings on employee overhead expenses
- Increased revenue
- Improved retention
- Increased Repair Orders (ROs)

1345 Enclave Pkwy. | Houston, TX 77077

www.gsmarketing.com