

LOYAL DRIVER™



*Driving Loyalty to **YOUR** Dealership*



The Premier Live Phone-call Customer Loyalty Program

While other companies offer Customer Retention & Loyalty Programs that rack-up costs with texts, emails and even direct mail to communicate to your customers, Loyal Driver has a different approach...

Using our unique Predictive-logic Data Analyzer 'PDA', we first identify which customers to contact and then 'cut to the chase' by contacting those customers with a live and friendly phone call at just the right time.

Loyal Driver proves that a live phone call and conversation at just the right time is the most effective AND cost effective way to engage your customers and drive loyalty to your dealership.

See a sample of our results and calculate the results you can expect to see in your dealership.

Loyal Driver, Inc. | 7027 W. Broward Blvd. #225 Ft. Lauderdale, FL 33317
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The Premier Live Phone-call Customer Loyalty Program

Call Types Provided:

SA - Outbound Service Appointment Calls

BB - Unsold Shopper Be-back Calls



Features:

All - Month-to-month agreement.

All - A two week or less new dealership setup.

All - Automatic daily data updates from your DMS.

All - The customer's caller ID can show a local or your dealership's phone number.

All - No surprise billing. Simply select the number of customers you want called on a monthly basis, in 100 customer record increments.

All - Real-time reporting through our user friendly reporting and analytics tool that can be set to automatically send: daily, weekly or monthly notifications and/or reports.

SA - All calls will be made using our Predictive-logic Data Analyzer 'PDA' which automatically calculates when each service is due and call should be made.

SA - Our 'PDA' can be set for any service interval or schedule your dealership desires.

SA - Calls can be made for any services due, including: first, minor, major or even recalls and special campaigns.

SA - Appointments can be set for the days and times that your dealership prefers.

SA - An email alert will be sent to the dealership and your customer for all appointments set.

SA - If the dealership's website has a service scheduling application, we can enter the appointments directly into the application.

BB - An email alert will be sent for all Be-back appointments along with key info shared by the customer to help close the sale.

Dealer Pricing:

- **\$ 0** - Set-up fee required.

- **\$ 2.25** - Per customer, with up to nine call attempts per customer record.

- Optional - \$ 0.25 per customer record to enter appointments in your dealership's website scheduling application.

Sample Results

(Service Appointment Setting Calls)

Smaller Dealership

Customer Records	750
Number of RO's Written	320
RO Response Rate	42.7%
Total Revenue Generated	\$36,882
Total Dealer Cost (750 x \$2.25)	\$1,688
ROI	21.9 to 1

Larger Dealership

Customer Records	1,500
Number of RO's Written	594
RO Response Rate	39.6%
Total Revenue Generated	\$51,450
Total Dealer Cost (1,500 x \$2.25)	\$3,375
ROI	15.2 to 1



**Calculate Your Results Here or
Go To: www.LoyalDriver.com**

*** Your Available Records (Enter)** _____

RO Response Rate (Minimum Percent)

x

20%

Number of RO's Written

=

Your Average CP RO Amount (Enter)

x

Total Revenue Generated

=

** To quickly determine your available monthly service records, multiply your average monthly new vehicle sales by five.*

LOYAL DRIVER™



History and Experience

Loyal Driver began with one of its founders following in his father's and grandfather's footsteps by joining the retail automobile business in 1981. Progressing to GM and Director of Sales of all twelve dealerships, eventually led to the creation of a ten member BDC, making Survey, Be-back and Service Appointment calls for the entire group.

30+ years later, after leaving the business and forming Effective Callers, a call center providing Service Appointment calls for several dealerships, including some of the largest in the country, the idea to create a PHONE-CALL ONLY Customer Retention & Loyalty Program was conceived.

Then, with the chance meeting and now partnership with one of the most experienced data & technology people in the auto industry, Loyal Driver was born.

Now with the Predictive-logic Data Analyzer 'PDA' system that they created, combined with an exceptional team of call agents, Loyal Driver offers Dealers an extremely effective Customer Retention & Loyalty Program with a measurable and substantial ROI.

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