Why eLEAD?
30+ Years Experience

Over 700 Direct Employees Nationwide

GM-Level Trainers/Consultants

4,000+ Dealer Clients

Over 5 Million Communications Sent Monthly

New Innovation/Enhancements Monthly

Proudly recognized as an industry leader devoted to providing best-in-class Technology, Quality and Customer Service. Our customer’s success is our highest priority!

Certified
WBENC
Women’s Business Enterprise
Partners and Integration
Key Features

DMS INTEGRATION
- REYNOLDS
- ADP
- AKONA
- UCS
- OTHERS...

VALIDATE DATA INTEGRITY
- DATA PURIFIED
- EMAIL APPEND
- ENRICH CUSTOMER DATA USE

VARIABLE COMMUNICATION CHANNELS
- Live Calls
- Emails
- Mail
- IVR Calls
- Texts

EFFECTIVELY COMMUNICATING TO YOUR DATABASE
Number One Call Center in the Automotive Industry!

Call Specialists Obtain:
- Ownership Status
- Address - If Customer Moved or Relocated
- Customer’s Research on Competitors
- Customer Reason(s) for Defection

Call Specialists Attempt:
- Encourage Customers’ Return to Dealership
- Email Verification and/or Corrected
- Dealer Consented Coupon or Incentive Offer
- Schedule Service Appointment

Major Clients Include:
The Industry’s Ultimate Cross Media Marketing Solution

Automated Campaigns:

- Retention
- Reminders
- Recovery
- Follow Up

Media Channels:

- Live Calls
- Emails
- Mail
- IVR Calls
- Texts

2% of Your Active Database is Buying a Car Somewhere Every Month!
The only system that identifies defecting customers and gives you the power to prevent permanent loss. Live operators contact customers directly upon vehicle delivery.

**BEST PRACTICE CAMPAIGNS**

**Retention**

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Live Calls</th>
<th>Emails</th>
<th>Mail</th>
<th>IVR Calls</th>
<th>Texts</th>
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</thead>
<tbody>
<tr>
<td>Sales Thank You/Welcome to Service</td>
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<tr>
<td>Defector Prevention 1st Service Appointment</td>
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<tr>
<td>Appt Reminder</td>
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<td>Missed Appt</td>
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<tr>
<td>1st Service Reminder</td>
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<tr>
<td>Lost Customer 1st, 2nd, 3rd Interval</td>
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<td>New Owner Clinic</td>
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- Sets First Service Appointment After Delivery
- Determines Likelihood to Return for Warranty or Customer-pay Service
- Obtains Mileage and Establishes Driving Habits
- Increases Accuracy and Performance of First Service Reminder
- Obtains Email to Increase Targeted Marketing Opportunities
Communications Delivery

VEHICLE DELIVERY

DEFECTOR PREVENTION LIVE CALL

NO APPOINTMENT SET 1ST SERVICE REMINDER

APPOINTMENT SET

Live Calls

APPOINTMENT REMINDER

LOST CUSTOMER RECOVERY 1ST

LOST CUSTOMER RECOVERY 2ND

LOST CUSTOMER RECOVERY 3RD

Emails

Emails

Emails

Emails

Emails

IVR Calls

Live Calls

Live Calls

Live Calls

Live Calls

Mail

Mail

Mail

Mail
Service reminders are be predicted based on time or mileage. Set up is based on OEM intervals or configured on DMS events.

BEST PRACTICE CAMPAIGNS

Reminders

<table>
<thead>
<tr>
<th>Scheduled Maintenance Intervals</th>
<th>Major/Minor Service</th>
<th>Warranty Expiration</th>
<th>Happy Birthday</th>
<th>Vehicle Purchase Anniversary</th>
<th>Appointment Confirmation</th>
<th>Missed APPT</th>
<th>State Inspections</th>
<th>Recall Notifications</th>
<th>Completed Service Notification</th>
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</table>

- Live Calls
- Emails
- Mail
- IVR Calls
- Texts
Lost customer recovery campaigns encourage customers to return and also provide management valuable customer feedback. Triggers are scheduled at preset intervals based on time or mileage. The offers become more aggressive with longer time intervals.
Follow up live calls are scheduled and executed after service is complete. Call specialists provide the dealer valuable customer feedback, as well as creating additional marketing opportunities.
- Tailored Emails and Mailers. Coupons Customized to Dealer Specifications

- Designed to Meet Specific Guidelines for Co-op Reimbursement
Increase Customer Retention, Loyalty and CSI

- Call Center Employs 500 + Appointment Specialists
- All Marketing Campaigns Include FTC Compliant Calls
- Increase Loyalty and Reactivate Lost Customers
- Improve Market Share and CSI
- ROI Report Displays All Active Campaigns and Results
- Creative Media is Incorporated into Reports for Easy Design Changes
- Evaluate Each Campaign to Maximize Customer Response
- Drill-downs Allow Detailed Analysis of Any Campaign
- Enhances Email Collection During RO Write-up
- Ensures Staff is Held Accountable to eMail Collection Program
“I was looking for a solution that tied the front of the house to the back – AutoPilot does that for us! We can monitor service customers in any CRM situation. By monitoring customer’s daily activity and transactions, we know exactly when to communicate with them. AutoPilot focuses on our retention campaigns such as reminders, follow-up and recovery of lost customers, and gives us an ROI that we can actually measure. With this small investment, some of our dealerships are getting back anywhere from 12 percent to 25 percent return on their money.”

Bob Murray
Director of Operational Marketing
Asbury Automotive Group

“eLEAD has been our CRM provider for over five years. Month end and month out they consistently produce traffic for our Service Drive. Their ability to develop a custom direct mail piece, eMail promotion or live phone calls at a moments notice and market to our customer within a 24 hour period sets eLEAD apart from other CRM vendors. I highly recommend and endorse eLEAD if you want more traffic and accurate reporting for your Service Department.”

Mark Christian, Service Director
Rick Hendrick Chevrolet
Hendrick Auto Group
Contact a Sales Consultant for Pricing and Additional Information!
888.434.8525