

CROSSROADS ENCORE

Where RETENTION Meets ROI



CROSSROADS
Delivering WOW

IT'S A VEHICLE TO ROI THROUGH THE
PROCESS OF DELIVERING A SUPERIOR
DEALERSHIP CUSTOMER EXPERIENCE

A PROCESS WE CALL DELIVERING WOW

RETENTION

RETURN ON INVESTMENT

REPUTATION

CUSTOMER SATISFACTION

RECALLS

Are we speaking your language?

Bringing People, Process, and Passion to your Retention Process

We have 3 goals to support your service drive:

1. Increase the number of completed ROs
2. Increase the gross profit dollars
3. Focus on supportive tasks that increase manufacture CSI
 - a. Specifically Customer Retention
 - i. Completion of first service appointment
 - ii. Next service appointment
 - iii. Service warranty/program renewals

Our success is based upon analytical skills that are performed on the back end of your DMS data. Based upon your data, we create custom daily outbound call lists. We focus on identifying critical time sensitive opportunities, resulting in increased service traffic, closed ROs and higher GP dollars which ultimately means **Retention**.

We offer integrated Marketing + Execution through our Crossroads platform.
Get a FREE service opportunity audit today



www.crossroadswow.com



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HOW DO YOU KNOW IF YOU CAN BENEFIT FROM **ENCORE?**



If you answer “no” to any the following,
you can benefit greatly from our proven processes:

1. Do you call to **Confirm** all of your next day scheduled service appointment?
 - a. Regardless of who (Service Writer, Service Manager) or how the appointment was made (customer via web/online)
2. Do you call to **Follow Up on No Show** appointments?
3. Do you make an effort to schedule the **Next Service Appointment?**
 - a. Keeping the appointment with the same service writer
4. Do you call on **Declined Services?**
5. Do you call on **Major Service due/missed?**
 - a. Those are BIG GP Dollars that should be coming in
6. Do you call on **Open/Incomplete Recalls?**
7. Do you have a formal process to ensure new vehicle owners are completing their **First Service Appointment?**
8. Do you call on **Single Visit** customers (they came in once and never returned)
9. Do you call on **Zero Visit** customers (they purchased a vehicle and never came in for service)
10. Do you call on customers that have **Complimentary Service (Ex.: Toyota Care)** to ensure they are taking full advantage of the program?

Start up is very quick and easy. All you need is:

- A. Declined resource for daily outbound calls
- B. DealerSocket, ADP, Dealer Vault Xtime, or Auto Alert
- C. Ability to forward closed RO info at month end for ROI reporting



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