

# SELLING MORE AUDI'S WITH AN ROI THAT CAN'T BE BEAT

## ◉ SUMMARY:

Audi of Tulsa is on a mission: To develop lifelong relationships with customers by ensuring that each Audi sold is a perfect fit. Until recently, there was no simple way to confidently assess an individual customer's needs and preferences. Then Audi of Tulsa discovered innovative predictive behavior technology from automotiveMastermind. It not only provides the "personalized intelligence" to identify which automobile each customer wants, but provides the reasons why.

## ◉ ABOUT AUDI OF TULSA:

Audi is the fastest-growing luxury automotive brand in the Tulsa area and the excitement is just beginning. According to the dealership, its year-old partnership with automotiveMastermind is already playing a key role in generating sales, as well as a bright outlook for the future.

## ◉ THE CHALLENGE:

Audi of Tulsa understands the value of data mining technology and, in the past, has worked with a different leader in the industry. But the Audi staff found their services limited, with "unsatisfactory" word tracks and not-so-favorable customer support. The dealer wanted more advanced analytics to enable a better vantage point for viewing each customer, as well as frequent high touch visits from a Dealer Relations team.

## ◉ THE SOLUTION:

Audi of Tulsa has revamped its sales process by placing automotiveMastermind at the core. Everyone is excited about having an easy-to-use service that puts a 360-degree view of each customer at their fingertips - empowering them to operate more efficiently and boost their income. No wonder 100% of team members utilize this game-changing technology most days.

- A proprietary algorithm generates Behavior Prediction Scores® (BPS) from 0-100 based on how likely that customer is to buy given the right offer.
- Behavior Prediction Drivers (BPD) automatically create and deliver smart, meaningful marketing campaigns tailored to individual prospects.
- A simplified interface quickly and clearly provides sales with personalized information and talking points for each customer.
- It grants salespeople full authority to close deals, streamlining the selling process and building a consultative relationship with the customer.



**John Hill**  
General Manager  
Audi of Tulsa

## THE RESULTS:

- **Audi of Tulsa General Manager John Hill said:** *"We credit automotiveMastermind with 18 sales this past April - one quarter of the month's business. That is an incredible ROI."*
- **Professional-quality, micro-targeted consumer offers and incentives are a perfect fit for each customer - so highly personalized that they open and read them. Communications have generated an unprecedented number of phone and email responses, with many walk-ins carrying their offers into the store.**
- **The Open Rate for customer emails has risen to 39% (far above the 27% industry average); and the Click-Through-Rate to 48% (industry CTR is a mere 3.7%).**
- **In addition, serviceMastermind technology has driven up service revenues and won conquest sales at the Service Drive - one-third of automobile sales were made to new customers attracted by serviceMastermind.**
- **The automotiveMastermind Account Manager David Effren is very knowledgeable about automotive retail. According to GM, John Hill:** *"He's in the store once a month consulting and coaching one-to-one with each member of the team. I wouldn't trade him for the world."*

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