

MOTIVATES TEAM, MEASURABLE RESULTS

SUMMARY:

Audi Seattle desired a technology solution they could adopt with confidence. After one year on the automotiveMastermind (Mastermind) platform, they could not be more pleased. In the last year they have consistently exceeded Audi's national benchmarks for brand, customer, and dealership loyalty. According to Sales Manager Cory Pollock, Mastermind is "the integrated technology solution that motivates team members, while yielding measurable results and ROI.



Cory Pollock
Sales Manager
Audi Seattle

THE CHALLENGE:

Despite the dealership's strong performance, equity mining tools they tested did not have the impact they anticipated. Most technologies failed to meet their needs. Post initial sale, there was no on-going training, a lack of responsiveness when needed, leaving them with the sense that they'd been oversold and underserved.

THE SOLUTION:

Audi Seattle credits Mastermind with fueling their leading-edge success:

- Behavior Prediction Scores® (BPS) from 0-100 based on how likely that customer is to buy today or in the near future
- Behavior Prediction Drivers (BPD) framing smart, meaningful, tailored conversations with every customer, connecting with their personalized motivations for purchase
- An intuitive easy-to-use interface providing new team members, even reluctant technology adopters with actionable information right at their fingertips
- Micro-targeted Predictive Marketing Campaigns, designed to nurture customers through their purchase journey
- Unparalleled customer support provided by Mastermind Dealer Relations Managers (DRMs) who provide regularly scheduled training and support every 4-6 weeks

THE RESULTS:

- **Out-pacing the Audi brand loyalty benchmark by more than 10%**
- Consistent sales performance places them **#1 among 13 stores in the region**
- The **Open Rate** for customer emails generated by Mastermind is **48% (more than double the 20% industry average)**
- The **Click to Open Rate is 36%** (category CTOR is just 3%).

In Cory's words, "We all think we do good follow-up, but **Mastermind identifies customers we would not have the knowledge or data to cultivate otherwise.** Mastermind's Behavior Prediction Drivers (BPD) give us deeper insight into our customer database so no client gets missed." Finally, Mastermind allows his team to **"get to our clients before the shopping process begins"** allowing them to close deals **before shoppers look elsewhere** with a higher dealer profit.

PREDICT SMARTER.™