



The ART Strategy:

- **Generate** additional Revenue through educational and safety related messages
- **Decrease** Defection to the Competition
- **Generate More** Referrals

This marketing effort of **regular personal contact**, a minimum 4 to 6 times a year, not only improves customer satisfaction and retention levels but it also results in greater office efficiencies by reducing your staff's outbound calling load, enabling you to redirect those resources to tasks like service, sales and support.

How Auto Repair Shops are using ART:

To Drive Revenue:

- **Drip Reminder messages that go out 30 days prior to the date specified to bring car in for service.**
- **Messages to "be on the lookout" for the following:**

Mailed & Emailed Newsletters
Mailed & Emailed Coupons and Special Promotions
Mailed & Emailed Surveys

Studies have shown a 3-5 times increase in readership response to a physical mailer when preceded by a Voice Broadcast lookout message.

- **Informative, Educational and Safety related reminder messages having to do with...**

The importance of replacing windshield wipers seasonally
Recharging air conditioner for Summer
Rotating Tires every 5,000 miles
Plus other safety and maintenance tips.

Recent studies have shown a 39% higher ROI using Voice Broadcast vs. SMS Texting

- **Messages announcing the benefits of your 'Referral Program'**

For Retention: 'Top of Mind' Customer Appreciation and Experience Messages

- **Happy Birthday messages.** Send everyone in your customer list a Happy Birthday message, in your own voice, on *THE DAY* of their Birthday (always appreciated)
- **Calls that automatically go out 30-days prior to any individual event.**
- **Thank You for Your Business** messages that go out on the exact day---a must.
- **Happy Holiday Touches**---Memorial Day, 4th of July, Thanksgiving, Christmas, etc.
- **Time Change Reminders** in March and November---customers love this one.

Case Study

The Benefit of using ART's Voice Broadcast to Boost Auto Repair Business

Hillside Automotive Center HARTFORD, CT

Situation:

Needed to bring in more customers during a particularly slow week.

Solution:

Sent out a Voice Broadcast to current customers offering a 15% discount off parts and labor for that week only.

Result:

The phone rang off the hook the minute the broadcast went out.

The broadcast campaign brought in \$5,500.00 and cost only \$30.00.

Total Net Revenue: \$5,500.00 183.33X ROI

Questions or Inquiries?

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