

## Frequently Asked Questions

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### **1. How does CRM know when to send out a service reminder?**

CRM sends out Service Reminders based on the driving habits and projected mileage of your customers. Using the mileage data from your Management database, CRM is able to calculate the projected mileage of your customers and send them mailers when they are due based on their individual maintenance intervals.

### **2. Exactly how many mailers will CRM send out for me each month?**

The CRM program mailing volume will fluctuate based on the individual driving habits of your customers. Generally, we will contact everyone in your eligible database during a 3 – 4 month window. The Customer Loyalty Summary should provide an accurate estimate of your projected monthly mailing volume.

### **3. How often can I change my coupons?**

You can change the coupons on the cards as often as you like. However, we would recommend keeping the current offer for 2-3 months, so you won't have to manage multiple specials. You can call the CRM support center at 1-800-410-0529 whenever you would like to update your coupons.

### **4. I have companies and fleet accounts in my database. How do I exclude them from mailings?**

You can use the No-follow up feature in Manager to exclude them by checking the box. For large fleet accounts you could also ask your CRM agent to set the automatic fleet exclusion rule for you.

### **5. Does the CRM program send a reminder to customers that were just in for service?**

No, CRM extracts information from your database on a daily basis. This allows the program to see who has been in for service recently and exclude them from this mailing effort.

### **6. If a customer has only been in once, how can you estimate their mileage?**

If a customer has only been in once, we will calculate their mileage based on a national driving average of 12,410 miles per year.