



Canadian Customer Retention Marketing

The Right Message At The Right Time

Customer Retention Marketing (CRM) from Mitchell 1 integrates seamlessly with over 50 different Shop Management Systems. Everyday you'll be turning first-time customers into loyal, profitable customers simply by using your shop management system to run your business. As your customer satisfaction improves, repeat business leads to increased revenue and profit.



Mitchell 1 Customer Retention Marketing (CRM) Service Reminders are the first step to optimizing your valuable customer database. Service-specific recommendations are pulled directly from your Shop Management System's database and sent to your

current customers as their vehicles come up for recurring maintenance. The personalized nature of the cards means that they won't be regarded as "junk mail," but rather an important form of communication between you and your customers. Loyal customers are the cornerstone of any solid, successful business. Maintaining these core customers is vital to ensuring that your business continues to grow and profit.

Mitchell1[®] CRM



ABC Automotive Service
101 First Street
Yourtown, NS B3M 4K7
Tel : 310-984-3501
www.ABCAutomotiveService.ca



Reminder Service for... 1998 Honda Accord

See what needs **ATTENTION** below: DAILY AVERAGE: 6 KM/DAY
EST. ODOMETER: 44,920 KM

SERVICE/INSPECTION DUE NOW:
ENGINE OIL CHANGE Due now, last serviced at 42,959 kilometers on 07/09/07

SERVICE/INSPECTION DUE NEXT:
TIRE ROTATION Next due at 54,315 kilometers or 08/08, whichever comes first.
WHEEL ALIGNMENT Next due at 62,959 kilometers or 07/08, whichever comes first.

RECOMMENDED: Did you know we provide the following services?
CABIN FILTER No History - Perform every 20,000 kilometers or 12 months.
BRAKE INSPECTION No History - Perform every 20,000 kilometers or 12 months.
AIR FILTER No History - Change every 20,000 kilometers or 12 months.
TRANS FLUID FLUSH No History - Service every 60,000 kilometers or 36 months.
RADIATOR & HOSES No History - Perform every 20,000 kilometers or 12 months.
BELT INSPECTION No History - Perform every 20,000 kilometers or 12 months.
FUEL INJECTION SERVICE No History - Perform every 40,000 kilometers or 24 months.
MVI INSPECTION No History - Performed every 12 months.
EMISSION SERVICE No History - Check every 80,000 kilometers or 36 months.

Use these BONUS BUCKS towards any service visit of \$35 or more! SI-CRM v8.3 9/15/2008



Dear VINCE & MARY,
Thank you for your continued trust and patronage. We've serviced your vehicle twice. You only drive an average of 6 kilometers per day so recommendations are adjusted accordingly for accurate and economical preventive automotive care. Please note that we can only track those services which we provide you.

VINCE AGUIAR - EXPIRES ON 7/31/2008
Not Valid with any other promotion. Licence #935 AFC
Powered by eAutoClub.com[®] - 877/EAUTOCLUB (877/328-8625)

CANADA POSTES
POST CANADA
 postage paid For sale
Address Médias
Admail Distrib. adre
2504456

We use your trusted brand to communicate with your customers. Your logo, address and phone number are prominently displayed.

Actual vehicle daily kilometers are used to compute suggested shop service recommendations.

Each service reminder predicts 12 service recommendations with easy to understand service history information. Track tire rotations, air filters, coolant flushes, brake jobs, ATF, belts, hoses, etc., just like a professional fleet manger.

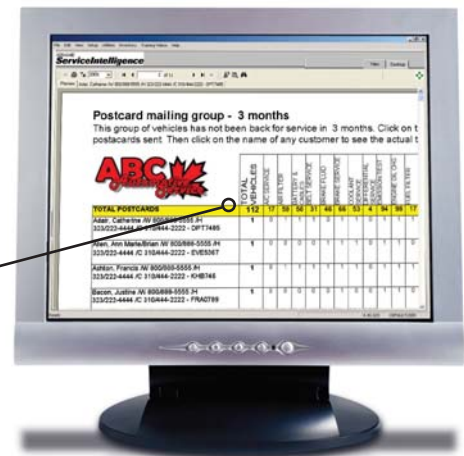
VINCE & MARY AGUIAR
2249 2nd Street
HALIFAX, NS B3M4H9



Shop defined coupons are included to reward customer loyalty.

Shop name/logo with personalized customer information are printed on the front of the postcard.

The postcard details are presented in our online Reporting Tool so that you can see what the customer received on their postcard.



Phone: 800-410-0529
Web Site: Mitchell1.com/crm





Personalize Your Marketing Message

Three Steps To Getting Started

Mitchell 1 Customer Retention Marketing (CRM) for Canada takes you far beyond sending generic reminder postcards. Mitchell 1 CRM drives loyalty by creating customer communications that add value for your customers and profit to your business. By using your customer's specific service history in combination with the shop's unique service preferences, you'll create the most effective retention program possible.

Step One:

Select One of Three Postcard Themes, Include Shop Logo

Theme 1: Open Road (Default)



Theme 2: Classic Cars



Theme 3: Child Safety



Sample of Logo location



Include graphic file of your shop logo.

Logo Specs: 2"W x 0.78"H

Logo Format: EPS, JPEG, TIFF

Logo Resolution: Vector or 300 dpi



Service Intervals and Discount Offers

Step Two:

Confirm Service Categories and Intervals


These preventive maintenance services are automatically tracked and flagged for service at your specified interval. Individual service item history and the projected next service due dates are printed on the postcards providing accurate data that will impress your customers and encourage future service visits.

Inspect / Service (Default)	Odometer / Time Interval (Default)
CABIN FILTER	20000 km / 12 months
ENGINE OIL CHANGE	6000 km / 3 months
BRAKE INSPECTION	20000 km / 12 months
TIRE ROTATION	10000 km / 6 months
BATTERY & CABLES	20000 km / 12 months
RADIATOR & HOSES	20000 km / 12 months
BELT INSPECTION	20000 km / 12 months
FUEL INJECTION SERVICE	40000 km / 24 months
VEHICLE INSPECTION	20000 km / 12 months
WINDSHIELD WIPERS	20000 km / 12 months
AIR FILTER	20000 km / 12 months
WHEEL ALIGNMENT	20000 km / 12 months

How Does it Know What Services Have Been Performed?

There is no need to change the way service items are currently written on invoices. We use Business Intelligence tools to interpret and identify services previously performed.

ABC Automotive Service
101 First Street
Yourtown, NS B3M 4K7
Tel: 310-984-3501
www.ABCAutomotiveService.ca



CANADA POSTES
POST CANADA
Postage paid Addressed Address 2504456 First class Midposte ave address

Reminder Service for... 1998 Honda Accord

See what needs **ATTENTION** below: DAILY AVERAGE: 8 KM/DAY
EST. ODOMETER: 44,900 KM

SERVICE/INSPECTION DUE NOW: Due now, last serviced at 42,959 kilometers on 07/09/07
ENGINE OIL CHANGE: Next due at 54,315 kilometers or 08/08, whichever comes first.
WHEEL ALIGNMENT: Next due at 62,359 kilometers or 07/08, whichever comes first.

RECOMMENDED: Did you know we provide the following services?
CABIN FILTER: No History - Perform every 20,000 kilometers or 12 months.
BRAKE INSPECTION: No History - Perform every 20,000 kilometers or 12 months.
AIR FILTER: No History - Change every 20,000 kilometers or 12 months.
TRANS FLUID FLUSH: No History - Service every 60,000 kilometers or 36 months.
RADIATOR & HOSES: No History - Perform every 20,000 kilometers or 12 months.
BELT INSPECTION: No History - Perform every 20,000 kilometers or 12 months.
FUEL INJECTION SERVICE: No History - Perform every 40,000 kilometers or 24 months.
M/I INSPECTION: No History - Performed every 12 months.
EMISSION SERVICE: No History - Check every 80,000 kilometers or 36 months.

Use these **BONUS BUCKS** towards any service visit of \$30 or more! © CRM v6.3 9/15/2008

BUCK ACCUM: EXPIRES ON 10/31/2008
Not Valid with any other promotion. Licence #335 AFC

Dear VINCE & MARY:
Thank you for your continued trust and patronage. We've serviced your vehicle twice. You only drive an average of 8 kilometers per day so recommendations are adjusted accordingly for accurate and economical preventive automotive care. Please note that we can only track those services which we provide you.

Powered by eAutoClub.com[®] - 877REAUTOCLUB (877328-8628)

VINCE & MARY AGUIAR
2249 2nd Street
HALIFAX, NS B3M4H9

Step Three:

Confirm Discount Offers

To get your customers back to your shop more often, discount offers are automatically adjusted based on months since last service. The longer your customer has been away, the more aggressive the offer.

Since Last Service	Discount Offer	W/Min. Purchase
3 mo.	\$5	\$35
6 mo.	\$10	\$50
9 mo.	\$20	\$75
12 mo.	\$50	\$150