



## Canadian CRM Frequently Asked Questions

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- 1. Q: What is the marketing philosophy behind Mitchell 1 Canadian CRM?**  
**A:** The Canadian CRM marketing philosophy changes the traditional solicitation-of-business postcard to a value-added vehicle-status communication service. This program is based on the philosophy that our customers prefer to know the status of 12 preventive maintenance services rather than receiving a solicitation for a single service such as a brake special. By tracking how many kilometers have elapsed since specific services were completed last, and reminding them when they'll be due next, you are providing a higher level of service to your customer.
- 2. Q: Who receives a postcard and how often?**  
**A:** Postcard mailings are generated based on how long each vehicle (rather than a customer) has been away from your shop. The last 12 months of unique vehicle inventory (excluding the most resent 90 days) is divided into four mailings, so after the third mailing, 100% of your current year vehicle inventory is contacted via postcards. Note that the above to holds true for most shops. However in cases where customer loyalty is lower than 65% retention within the first 12 months, the postcard CRM Level may need to be increased.
- 3. Q: What is the maximum number of postcards a vehicle can receive per year?**  
**A:** The maximum number of postcards a vehicle can get in a year is four, or one every three months.
- 4. Q: Is there a scenario where a customer would never receive a card?**  
**A:** If a vehicle visits the shops every 89 days (never aging to 90+ days since last service) it would never get a postcard.
- 5. Q: What happens if a customer does not respond to the postcard by visiting the shop?**  
**A:** If a vehicle is not brought in after the first postcard mailing (91–120 day aging) and stays away for an additional 90 days (91 + 90 = 181 days), they would fall into the second postcard mailing target group. This continues until the fourth and last postcard contact, a year after their last service visit.
- 6. Q: Can a customer receive more than one postcard in a given month?**  
**A:** Yes – Because the postcards are based on the individual vehicles in your database and not customers. A customer with multiple vehicles could receive a postcard for more than one vehicle in a given month.
- 7. Q: Do I have to have a discount offer on my postcards?**  
**A:** No – If the “No Coupon” option is selected the “Be Car Care Aware” logo is inserted by default.
- 8. Q: What happens if I do not have a digital file for my shop logo?**  
**A:** We will create a generic logo using your shop name.



## Canadian CRM Frequently Asked Questions (Cont.)

**9. Q: If a customer had multiple vehicles and received a postcard for each, would the discount offer be the same on each card?**

**A:** Yes - The coupons are variable based on how long the CUSTOMER (not the vehicle) has been away from the shop. If a family has three vehicles, all vehicles get the same coupon based on the last time the customer visited the shop last. The program is designed to increase the value of the coupon the longer a customer stays away from the shop. A customer that has not returned to your shop in twelve months needs a bigger coupon incentive.

**Default recommended discount offers are:**

|                            |                                |
|----------------------------|--------------------------------|
| 3 months (91 - 120 days)   | \$5 on \$35 purchase or more   |
| 6 months (181 - 210 days)  | \$10 on \$50 purchase or more  |
| 9 months (271 - 300 days)  | \$20 on \$75 purchase or more  |
| 12 months (361 - 390 days) | \$50 on \$150 purchase or more |

**10. Q: Do I have to have a discount offer on my postcards?**

**A:** No - If the "No Coupon" option is selected the "Be Car Care Aware" logo is inserted by default.

**11. Q: What happens if I do not have a digital file for my shop logo?**

**A:** We will create a generic logo using your shop name.

**12. Q: Can I add or change the 12 recommended services that are being solicited?**

**A:** Services can be taken off but not added. Slight modifications to the service description can also be made so that they better reflect the name the shop calls the service.

**13. Q: Does the same postcard graphic go on every postcard sent?**

**A:** There are 12 different postcards for each of the three available themes. Each month a different postcard is sent within the theme selected when signing up.

**14. Q: Does my logo need to be a particular size, file type, and resolution?**

**A:** Logos need to be 2" Wide X .78" High" and conform to the following file type and resolution.

File Type: EPS, JPEG, TIFF.

Logo Resolution: Vector or 300 dpi

**15. Q: If postcards are based on services previously performed at my shop, what happens if none of the services have been performed before?**

**A:** The 12 preventive maintenance services are presented on the postcard in black type to indicate that there is no service history with recommended service intervals.



## Canadian CRM Frequently Asked Questions (Cont.)

**16. Q: What happens on the postcard if the estimated number of kilometers driven does not reach the service interval set for the service items.**

**A:** Because postcards are sent based on the time the customer has been away from the shop and not the kilometers driven, it is possible to send a postcard to a very low daily usage vehicle that has not been in for 90 days. The service items that have not reached their service intervals are presented as Recommendation without service history.

**17. Q: I have companies and fleet accounts in my database. How do I exclude them from mailings?**

**A:** You can use the No-follow up feature in Manager to exclude them by checking the box. You can also put a \* character at the end of the last name or license plate field of your management software which also indicates not to send them a postcard.

**18. Q: If a customer has only been in once, how can you estimate their daily vehicle usage?**

**A:** If a customer has only been once, we use the Canadian national driving average of 58 kilometers per day.

**19. Q: What happens if I choose a CRM Product Level below my recommended level?**

**A:** We use the average number of RO's and the assumption that you have a customer retention level of 65% or better to determine your product level to make sure you are sending enough postcards to reach you entire customer base for the last 12 months. If your CRM Level is lower than recommended the CRM system will automatically drop the customers that have been away from you shop the longest.

**18. Q. How do I know I know when I need to increase my CRM Product Level?**

**A.** Using ServiceIntelligence CRM viewer, you will be able to identify the vehicles targeted and recommendations made on each postcard. We will also provide you with a list of vehicle that were excluded from the mailing that could have been included if you increase your CRM Level. To increase your CRM Product Level call Mitchell 1 BPS sales at 800 410-0529.