

Mitchell1[®] eCRM



Put Your Marketing On Cruise Control

What is eCRM?

Introducing Mitchell 1 eCRM, a comprehensive marketing service designed to increase your profitable maintenance business through highly effective e-mail marketing. This new program will help you increase service traffic through repeat business. You don't need to change the way you run your business, just continue to input accurate customer and vehicle information and we'll take it from there.

Dedicated Support

The eCRM Marketing Support Center will help you build a powerful marketing campaign. We'll design a complete program around your business. You choose which offers you'd like to run and we'll help you measure the results. If you would like to customize your program, we are just one phone call away.



Automation and Integration

eCRM is completely integrated with your management software, automatically pulling valuable customer information over a secure Internet service. Our daily extraction service and proprietary Mitchell 1 business rules ensure we are sending the right message at the right time. This process is designed to make sure you gain the most out of every dollar you spend on marketing.

eConnect™ Service

If you don't have any e-mails in your database it's no problem, Mitchell 1 will obtain e-mails for your customers and include them in your marketing campaigns. We'll also provide you with all the marketing material you need to begin collecting customer e-mails immediately.

Reporting

eCRM Management Reports provide a detailed view of how your marketing program is working. Quickly view who we are contacting on your behalf. Measure your Return on Investment (ROI), response rates and retention.


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

Mitchell1[®]
Business Performance Services

Mitchell1[®] eCRM



eCRM sample e-mail – Professionally designed custom e-mails are sent automatically to your customers when they are due for service.



Dear John Customer,

Thank you for giving A & J Auto Service the opportunity to service your vehicle. Our records indicate your 2008 Mitsubishi Lancer Evo X is due for its 30,000 mile servicing.

For more details about your scheduled appointment, we look forward to seeing you soon.

Chris
A & J Auto Service
(123) 123-1234


*** Note: Please do not reply to this email ***


A & J Auto Service


123 Any St.
Anytown, CA 91915
(123) 123-1234

2008 Mitsubishi Lancer Evo X, Lic. 1FSTEVO

Mileage at last visit: 25,220

 **30,000 Mile Scheduled Maintenance**

 **Your Recommended Service Date is 3/4/08**

 **Rear Brake Pads Need to be Replaced**

Hours of Operation:
Monday - Friday 7:00 am - 6:00 pm
Saturday 9:00 am - 4:00 pm
Sunday Closed

Lube & Oil Filter Change

\$19.95

Expires 10/20/08
Certain restrictions apply.

Any Service Due

10% off

Expires 10/20/08
Certain restrictions apply.

* Please print this email and bring it to the service facility

[click to unsubscribe from future e-mails](#)

CUSTOMIZED MESSAGE:
Write your own message.

CUSTOM COUPONS:
Create custom coupons and change them as often as you like.

CALL TO ACTION:

- Schedule Service
- Recommended Service Date
- Declined Service

