



IHS AUTOMOTIVE

Aftersales Marketing Solutions

Drive aftersales revenue and increase customer loyalty

Success Stories

Retail service revenues at an OEM's national level increased by 10–20% per year with IHS. At a dealer level, the highest measured improvement was recorded at 70% during a 12-month period.

IHS typically supports incremental business in the range of 13–18% through customer retention and winning new prospects.

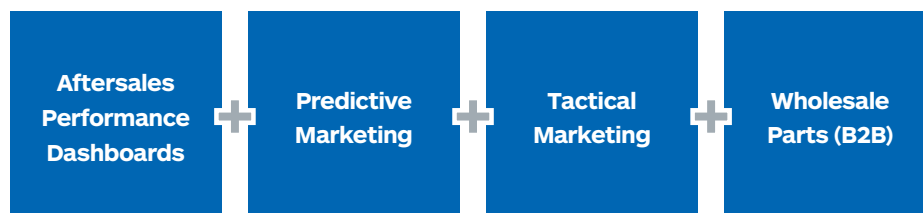
Dealers with IHS have up to 20% higher marketing response rates compared with their peers without IHS.

Aftersales parts and service have an increasingly important role in delivering profits and building loyalty for national sales companies (NSCs) and dealers. As vehicles age, events such as warranty expirations or change in ownership affect vehicle returns for maintenance. Ensuring there is branded, accurate, relevant, and timely communication is one of the keys to engaging consumers.

IHS Automotive Aftersales Marketing Solutions helps dealers and NSCs to manage key touchpoints during the vehicle ownership life cycle. From measuring performance to driving engagement through targeted marketing campaigns, Aftersales Marketing Solutions provides actionable intelligence to help clients:

- Understand where and how to improve dealer network performance
- Increase parts and service revenues
- Improve customer retention and loyalty
- Identify and address clients at risk of defection from your workshops
- Force proactive engagement with lapsed and partially loyal customers
- Improve marketing efficiency and return on investment (ROI)
- Help dealers to defend against an increasingly sophisticated aftermarket

IHS Aftersales Marketing Solutions offers four independent modules:



Performance Dashboards

Quickly and easily measure performance and identify issues in your business where you need to take action. We offer comprehensive key performance indicators (KPIs) based on your role—marketing, parts, service—to drive revenue and increase customer loyalty.

Predictive and Tactical Marketing

Predict when customers will be in the market, select customers, immediately create campaigns, and measure responses and ROI. PolkConnect provides predictive marketing and tactical campaign solutions across the vehicle life cycle:

Segment 1 (0–3-year-old vehicles)

- Drive service loyalty
- Deliver the right message to the right customer at the right time
- Identify defection points and reasons for leaving
- Implement corrective actions as they occur

Segment 2 (4–6-year-old vehicles)

- Establish service relationships with used-car buyers
- Used-vehicle delivery process—book first visit
- Engage in tactical conquest marketing activities
- Remain in constant contact with active customers
- Implement vehicle inspection process with each customer visit
- Target maintenance and wear and tear requirements

Segments 3 and 4 (7+ year-old vehicles)

- Conquest customers
- Understand vehicle parc and growth opportunities within your area of influence
- Aggressively engage inactive customers
- Focus on convenience and price
- Develop wholesale strategy for segment 4

Wholesale Parts (B2B)

Easily access all the data required to sell more to existing key customers by identifying which parts lines they are not buying. Improve key account management and intelligently market to your broader trade customer base.

Optional add-ons

- Managed campaign fulfillment
- Prospects for marketing to the unknown segment (currently United States and United Kingdom only)

IHS AUTOMOTIVE

driven by **POLK**



ABOUT IHS AUTOMOTIVE

IHS Automotive offers clients the most comprehensive content and deepest expertise and insight on the automotive industry available anywhere in the world today. With the addition of Polk, IHS Automotive now provides expertise and predictive insight across the entire automotive value chain from product inception—across design and production—to the sales and marketing efforts used to maximize potential in the marketplace. No other source provides a more complete picture of the automotive industry. For more information about IHS Automotive, please visit www.ihs.com/automotive or email automotive@ihs.com.