



Catalyst for Aftersales

Drive aftersales revenue, increase customer loyalty and achieve rapid ROI

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

- Work in partnership with their networks to improve customer retention and loyalty
- Understand where and how to improve dealer network performance
- Increase parts and service revenues
- Reduce defection through automatically engaging customers at risk
- Identify and engage partially loyal customers for targeted jobs
- Improve marketing efficiency and return on investment (ROI)

Download our Porsche China case study

ihsmarkit.com/PorscheChina



8% growth differential between participating and non-participating workshops



Across all vehicle ages: 0-3, 4-6, 7+ years



Increased service revenue 11%

*all compatible dealers, representing 80% of network

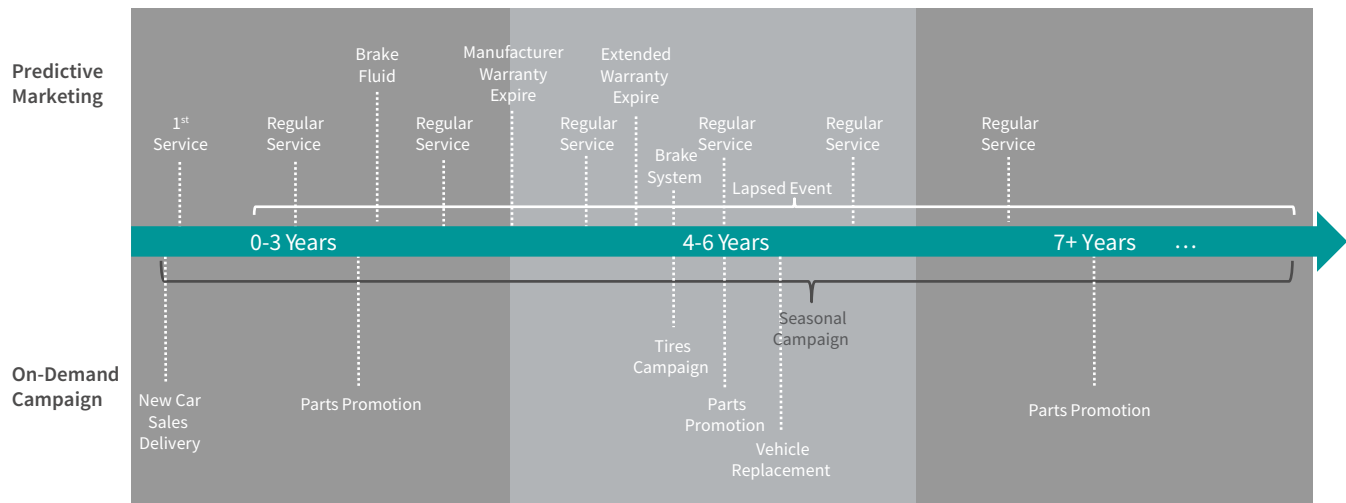
Learn how Porsche China increased service revenue and why they onboarded their entire network*

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 market, select customers, immediately create campaigns, and measure responses and ROI. Catalyst for Aftersales provides predictive marketing and tactical campaign solutions across the whole vehicle life cycle and automatically measures returns to all campaigns.



Program Management

The comprehensive on-boarding plan from IHS Markit includes:



Professional program support after the on-boarding phase ensures you get the best returns.

Find out more about Catalyst for Aftersales. Visit ihsmarkit.com/autoaftersales or email automotive@ihsmarkit.com

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