

Sold Customers



Why raise SSI at time of delivery?

- ✓ Manufacturers are expecting a greater awareness of the SSI from their dealers.
- ✓ Customer satisfaction is all the more important when they are committing a large portion of their budget to one item.
- ✓ A high level of Customer Satisfaction at any stage of a deal is directly in line with the overall marketing strategy of Business Development.
- ✓ Raising SSI is more efficient than advertising. Indeed, keeping an existing customer happy is by far less costly than trying to recruit one.

Do not forget to collect referrals at time of delivery when satisfaction is at its peak.

Let Tango increase and monitor your SSI.

Upon installation, **Tango** downloads data from your Dealer Management System and updates past and current history of all vehicles on file. It will then automatically schedule activities that should follow-up on letters, calls or Emails done previous to its installation. For example:

- ✓ after sale SSI letter,
- ✓ dealer Thank you letter,
- ✓ after sale call performed by BDC: follow-up on salesperson post-delivery satisfaction call, identification of past customers, referrals, other vehicles in household, next probable replacement, etc. (Fig.6),
- ✓ service introduction letter,
- ✓ info-service clinic invitations,
- ✓ Happy Birthday letters,
- ✓ ownership Anniversary letters,
- ✓ extra-mileage lease follow-up call,
- ✓ end-of-Lease calls, letters, Emails,

A total commitment to satisfaction.

Business development has a cost. So the SSI and CSI increase commitment has a cost. By implementing it, you will find that the savings you will make on previous traditional business development activities will largely surpass it.

Keep in touch with your customers, stay informed of their wants and needs, and maintain a positive image. Doing this will enable you to serve them more efficiently when the time comes.

Company	Contact	Delivery Date	Vehicle Info	Called on	Resulted in	Delay	
O'Connor	Tim O'Connor	07/13/1999	99 Dodge Durango				
					07/22/1999	Busy	9 Days
					07/23/1999	Reached	10 Days
Wodz	Robert J Wodz	07/13/1999	99 Dodge Stratus				
					07/15/1999	Left First Message	2 Days
					07/17/1999	Reached	4 Days
Parisell	Joseph Parisell	07/13/1999	99 Dodge Ram				
					07/14/1999	Left First Message	1 Days
					07/15/1999	Reached	2 Days