

TOYOTA Dealership

This dealership is a Toyota store located in Southern Indiana near a major city in Kentucky. It's part of a large regional automotive group that covers multiple states. GSM, part of the Force Family of Brands has been working with this client for many years for service fixed ops communications.

CHALLENGES

This store is near a city just over the river so it can be a challenge to keep customers servicing who perhaps purchased their vehicle at the dealership, but live or work elsewhere.

CAMPAIGN GOALS

Toyota TLE metrics are important to this store and our focus for 2023 was to bring improvement and to try to win President's Award. Toyota Loyalty & Engagement (TLE) metric - designed to measure how the dealership is performing regarding their Active and Inactive customers - goal is 80% Active customers at least. In relation to that, the goal for the Toyota Loyalty & Engagement Efficiency (TLEe) - combination of Sales & Service of the dealership compared to the Region - is to be above 102.5% at least to obtain Toyota's President's Award. We visited this store in person in March 2023 to review strategy with the service manager.



SERVICE YOU CAN TRUST

OUR GIFT TO YOU!
\$25.00 TOWARDS ANY SERVICE OR PARTS PURCHASE

WE SELL TIRES!
COMPLIMENTARY ROAD HAZARD PROTECTION

COMPLIMENTARY CAR BATTERY CHECK

John Smith
1234 Anytown
Anytown KY 45555

SCHEDULE YOUR APPOINTMENT TODAY!



Quality service made easy.

COMPLIMENTARY CAR WASH & VACUUM

VARIABLE DISCOUNT BONUS DISCOUNT OFFER

COMPLIMENTARY CAR BATTERY CHECK

John Smith
1234 Anytown
Anytown KY 45555

SCHEDULE YOUR APPOINTMENT TODAY!



82.12%
ACTIVE CUSTOMER TLE SCORE

101.86%
ACTIVE CUSTOMER TLEe SCORE

\$527,178
HIGH NET REVENUE JAN-DEC 2023

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SOLUTION

We focused on a combination of our atomDirect TLE list mailers, along with the dealer's internal process improvements such as increased TLE list outbound BDC calls.

CAMPAIGN DETAILS

TLE At-Risk and TLE Inactive lists were pulled monthly, with additional TLE Active Loyal or TLE Other (Used vehicles in dealership PMA - Primary Market Area) added as the budget allowed for Toyota's Buy 3 Tires Get the 4th for \$1 Tire promotion in April and October. Offers are targeted to customers based on their different audiences; creatives are different to help service advisors identify customers at-a-glance.



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RESULTS

We saw a steady increase in TLE & TLEe metrics throughout the rest of the year, starting at 79.27% and reaching 82.12% Active customers for TLE. While TLEe had a low of 98.85% and rose to 101.86% to end the year. Increases monthly are typically incremental so any significant gains over the course of the year are excellent.

The overall performance of the mailers has been within or above benchmarks for At-Risk (6-11%, this store averaged 15%), and Inactive (3-7%, this store averaged 4%). Reviewing with clients regarding their offers, solutions, and building an ongoing relationship is key to adjusting where we can help with marketing as needed. Combined high Net Revenue of this TLE mail strategy was \$527,178 from January-December 2023. Additionally, the Average Repair Order returned \$307, with an ROI of \$40 per every \$1 spent.

