



## Their Opinion Counts.

Customer Satisfaction is the key to sustainability of any business. The automotive industry is placing more focus on Customer Orientation than ever before; it's all about being authentic and appealing to the new generation of consumers. To earn their loyalty, they want you to show you genuinely care. What better time to do it than after a Service Visit to your dealership? The Customer Experience Follow-up offering from DPS is the perfect solution.

## Customer Experience Follow-Up.

The Customer Experience Follow-up is an out-bound, live agent call focused on expressing genuine interest in the customer's response to their recent visit. Placed to the customer after their service visit, it provides you a proven, effective mechanism for gathering your customer's feedback to their experience in your Service Department. The Customer Experience Follow-up is not a CSI survey; rather, it's a conversation with your customers to get their unfiltered feedback and allows you to identify potential areas for improvement.

- Customizable Scripting
- Daily Contact Reports
- Immediate Opportunity Notifications

## Improved Q3i Results

4 months prior to DPS calling

**72.8%**

After 3 months of DPS calling, the average increased to

**88.8%**

(Actual results from BMW client)

### Customer Experience Follow-up

Script Development & Implementation Fee	\$300
Monthly Technology Fee	\$125.00
Per Record Loaded	\$2.10