The Road to Success is always under construction
– Tomlin
A Message from the CEO

AutoLoop™ was conceived to provide a marketing communications platform to enhance the connection between dealerships and their customers. Our goal was to design innovative technologies to maximize retention and ultimately enhance dealer profits.

After years of development and extensive field experience, we have become a major contributor to growth for our dealers. The concept of a fully integrated program and our commitment to be a single source supplier for advanced marketing tools has been well received. Today we are serving nearly two thousand dealers, large groups and manufacturers with a staff of nearly 200 professionals focused on service.

We have emerged as a marketing leader in our industry passionately committed to meeting the needs of our dealers. We analyze millions of data files every day seeking better ways to target customers and influence their automotive decisions. Our creative teams are constantly testing new approaches while tweaking the traditional standards for enhanced success. And our technology leaders are inventing new tools that further enhance our platform of marketing support.

As our knowledge base grows more sophisticated, we’re expanding our commitment to go beyond the concept of traditional customer communications to fully “engage” your customers with the right message at the right time. We’ve adopted an industry-changing axiom of “Retention through Engagement” – and our dealers are benefiting.

At AutoLoop we will always be “under construction.” We are committed to learn from our experiences constantly exploring new methods to enhance customer engagement and retention. Our future success will parallel the success of our dealers as we seek a great return on investment for all.

– Steve Anderson
President
Building a custom er base takes years, but losing it can take minutes.

Engagement

Customer Engagement Leads to Long-Term Relationships!

Building a positive relationship with your customers is a necessary element to ensure long-term dealership success. You strive to build solid CSI scores and you look for ways to return your customer in your showrooms for their next purchase. But a steady blast of communications and the typical off-the-shelf CRM program fall far short. Developing relevant, consistent and timely communications can give you an edge.

Our Mission is Simple

AutoLoop is committed to build and sustain a comprehensive marketing platform that will engage your customers from their initial purchase through the entire lifecycle of ownership. Using proprietary analytics and our vast experience, we are committed to provide intelligent programs that are simple to execute and yield maximum results.

Single Source Supplier

Simple coordination of all customer marketing is our goal – and no one does it better. The dynamic suite of products is fully integrated with your DMS and the dealership benefits from one platform, one source for support and highly cost effective pricing from a committed partner.
Marketing through the Ownership Lifecycle

The AutoLoop Suite was employs unique data analytics resulting in the most aggressive program of customer marketing in the industry. Inside the multiple tools, AutoLoop Insight™ is at work evaluating millions of data points resulting in highly refined programs with one simple objective: Reaching the right customer and the right time with the right message!

Fully automated to make dealership marketing simple, effective and consistent, the suite is fully integrated with your DMS so that every possible data point is considered. Relevant communications and campaigns are initiated reaching customers with engagement opportunities – going far beyond communications alone.

The Suite Gets Results

When all elements of the AutoLoop Suite are employed the compound benefits yield measurable profits. The platform is built to include critical communications, service department support and resale – all working together to ensure a customer stays a customer for life!

Essentials

The core platform that selects customers and communicates with automated programming or highly targeted campaigns. It has become the industry standard.

Book

Service Department tools add efficiency and greatly increase customer engagement. Scheduling and Mobile Smart Lane™ applications build loyalty and improve CSI.

Quote

Converting customers into buyers makes this equity mining tool a critical element in the ownership loop. With the Auto XChange™ merchandising package, customer sales can be accelerated.

Max

When two more products are combined the free add-on program adds unique management tools that can dramatically improve dealer efficiency, accountability and BDC operations. There is nothing like it in the industry!

Engage:
Get customer engaged with your Service Department and keep them engaged over the life of ownership.

Retain:
Build on relationships, avoiding defections, recapture lost customers

Sale:
Start a lasting relationship

Return:
Keep the customer coming back and offer convincing new sale opportunities.
Relationship Marketing

AutoLoop Essentials Sends the Right Message to the Right Person

Essentials is the backbone of the most advanced marketing communications platform in the auto industry. Fully integrated with your DMS, Essentials includes both automated and on-demand multi-media communications that are targeted to the right person at the right time. The platform serves as the base for a suite of integrated tools helping dealerships engage with their customers.

Seamless Integration Builds Efficiency

Essentials automates multi-media communications with highly selective targeting and messages that are relevant to each customer. The complicated task of keeping track of customer activities or opportunities is managed through the software that fully integrates with your DMS assuring accurate messaging to the appropriate customer at the right time. Customized reports and unique management tools add a level of efficiency that dealerships appreciate!

The cost of originating a new customer into a dealership is typically 8 times greater than sustaining an existing customer.
**Multi-Media Communications are Automated!**

Customers react to communications differently depending on their personal habits. In today’s high-tech world, there are multiple choices on how a dealership communicates – and more importantly, on how a customer reacts to different mediums. The Essentials programs were designed to utilize the most appropriate medium for each message and adapted to our knowledge of how customers react. Insight™ analytics studies millions of transactions and helps us adapt to the most effective methods. The built-in communications tools cover nearly every option and we are enabling all to be “mobile friendly.”

- **Email** – Automated messages are integrated for nearly every communications option.
- **SMS Communications** – Text messaging offers direct communications designed for immediate response
- **Direct Mail** – Standardized mail communications continues to have great strength in getting action if targeting is engaged.
- **Voice** – Personalized direct voice communications can yield highly positive feedback and action
- **Real Person** – Coordination with BDC and Sales Essentials can trigger timely call coordination

**Insight™ is unique to AutoLoop**

With over 40 million customers in our database and literally millions of communications tracked each month, AutoLoop Insight™ is a critical additive built into all AutoLoop products. Nothing is left to chance. Every nugget of information that can influence customer response is explored and integrated into programs to enhance dealership results. Campaigns are tested, automated communications monitored and adjusted, and media constantly evaluated to insure optimum results. Insight™ is unique to AutoLoop and no company in our category has more knowledge on which to base marketing programs.

**45% of all customers leave a dealership never to return in the first 6 months of ownership**
The Engagement Center
Automated Messaging

Built into the Essentials platform, The Engagement Center includes over thirty automated messages designed to keep your customer engaged. Dealers set up communications objectives, then Essentials takes over defining the right person at the right time for each message. Sales can also be accelerated with built-in Smart Couponing options targeting opportune situations with each customer on a fully automated or on-demand schedule. Your customer receives appropriate communications throughout the year – and your dealership stays connected at every step of the life cycle.

- 30+ Automated messages are built-in and frequently refreshed
- Triggers based on individual customer behavior
- Multi-Media message delivery options
- Analytics and testing assures the best presentations appropriate to medium
- Simple dealer access allows for set-and-forget programming
- Smart Coupon options add high value incentives to targeted customers.

A 1% increase in loyalty can add 17% to your bottom line profits.
–The Loyalty Effect, 2007
The Dealer Marketing Center
Campaigns that work!

Thousands of tested campaign templates covering nearly every seasonal or topical opportunity are easily accessible in the Dealer Marketing Center—the largest library of options in the industry. This on-demand library is used to generate business when you need it with minimal effort. Fully customizable for your dealership, brand and make/model, the campaign opportunities are limitless. Close coordination with OE recommendations insures that your programs meet the scrutiny of brand oversight!

- Thousands of seasonal and special opportunity templates
- Designers service teams work with dealers for customization
- All campaigns are customizable for dealer, brand and offer/pricing
- Multi-media execution is optional so no one gets left out!
- Campaigns are designed to work on all personal computing devices

Dealer Advantage Loyalty is Built-In!

Essentials™ includes the simple to execute Dealer Advantage Loyalty program designed to enhance customer connectivity and retention. With a flip of a switch on the set up screens a dealer can add a strong benefit for customers and an added enhancement for long-term engagement.
Scheduling Appointments has Never Been Easier

AutoLoop Book is a scheduling tool like none other. Customers are engaged with a simple to navigate web portal helping them schedule service visits with minimum hassle. The scheduling triggers an extensive set of actions ultimately simplifying the entire service lane operation. Detailed advisor reports, management overview tools and customer friendly documentation all add to the efficiency of your service lane.

Dealerships will quickly recognize improved profitability resulting from consumer-selected service options offered on line when scheduling. The seamless integration with the marketing communications tools of AutoLoop Essentials can further enhance the customer relationship with timely messaging and targeted service incentives. With AutoLoop’s Book, you customer satisfaction significantly increases while your service efficiency and profitability grow!

Average CSI scores increase by 17% on full application of Book
Features that Provide Benefits to both Dealer and Customer!

Book is the direct result of extensive dealer input and field testing. Designed to satisfy the needs of progressive dealers, the features are consumer friendly, and dealer responsive:

- **Simple Scheduling by Customers Through the Web!** A simple to use Customer Web Portal leads to higher CSI, increased engagement, and more profitable service visits.
- **First & Repeat Service Scheduling is Enhanced!** Moving a customer from Sales to First Service and increasing “next service” commitments builds important loyalty and sustained relationship is between the customer and the dealership.
- **Capacity Management is Built In!** Dealers want to know what the needs of the Service Department are with increased predictability while taking advantage of every available space in the shop. The Book programs improve capacity and are credited with significant increases in department utilization.
- **Service Lane Stimulation Increases Sales!** With increased communications and a focus on retention, Book utilizes “automated” marketing programs to engage customers in a lasting relationship. Communications are relevant and timely and get results.
  >  Service Reminders, Appointment Reminders and Service Completion Notifications – building customer satisfaction and assuring engagement.
  >  Future Appointments – Lock in the critical first appointment and sustains relationships with “next” appointment programming.
  >  Missed Appointments – Tracks and communicates when missed appointments occur offering opportunities for recapture.
  >  Parts Notification – Keeps customers engaged and coming back.
  >  Targeted Campaigns – Engaging customers in purchase, repair and service opportunities based on customer histories.

Dealers report a 75% increase in efficiency of bays with Book
Service Department – Lane Solutions

Improve your Service Lane with iPad Efficiency!

Mobile SmartLane is the ultimate tool to improve your customer service in the lane. A built-in feature of AutoLoop Book, this iPad* based tool facilitates a customer friendly arrival process while significantly improving the speed of check in and your service lane profits! The application includes unique upsell opportunities, enhanced walk-round and pre-filled RO documentation leading to enhance customer satisfaction (CSI) and consistent, efficient servicing.

- **Friendly, Efficient Lane Concierge Services** – Improving the speed of check in and walk around, the customer benefits from minimal time loss facilitating a positive experience with the Service Advisor.
- **Upsell Opportunities** – While maintaining a customer friendly environment, the SmartLane tools facilitate offerings to the customer of service choices based on dealer/manufacturer advice as well as “good, better, best” service options.
- **Enhanced Service Advisor Efficiency** – Prefilled RO orders, upsell prompts, and full customer details assure each customer is handled in an optimum manner. Walk-round electronic recording and easy to share results and sign-in by customers significantly improves the customer confidence and satisfaction in the repair process.

*Registered trademark of Apple Inc.*
Fully Integrated Data Management
Increases Efficiency!
AutoLoop Book and the Mobile SmartLane offer opportunities for a single source management tool to improve nearly every aspect of Service Lane operations. The fully automated tools are seamlessly integrated with your DMS offering connectivity between your customer’s activities and all aspects of your day-to-day management of your department.

- **Operating Reports Are Standard** – Track the progress of your Service Advisors and the success in your upsell efforts. Set your performance targets and track your team’s performance.
- **Dashboards Are Designed to be Customized** – Most dealers have their own set of issues and criteria in which they monitor their optimization and performance. The reports available through these tools can be customized for an at-a-glance oversight of your progress and opportunities!
- **BDC Support is Built-In** – Information is available in “real time” to enhance your BDC operations. You can monitor the activities on any customer, measure effectiveness of campaigns, and utilize the active data to facilitate cross sell opportunities with customers that are known to be active in the Service Department.
- **Marketing Integration Assured with Seamless Integration** – AutoLoop Book and the entire AutoLoop Suite is directly linked to your DMS. Coordination of campaigns, cross selling, and eventual upgrading customers into new vehicles benefits from the seamless integration of all customer marketing activities and the engagement tools.
Dealers report 12% increases in total sales in a month – traceable to Quote.

Energize Sales with Equity Mining – Automatically!

AutoLoop Quote will convert existing customers into new car purchasers with compelling offers delivered at the right time! The fully-automated tool uses customer ownership data as a starting point then compiles current market factors, dealer and manufacturer incentives, available inventory and much more to deliver a timely upgrade offer through multi-media communication programs. Unique proprietary analytics helps focus the offer to optimize customer engagement and response.

The Quote tool is part of the fully integrated AutoLoop Suite capitalizing on its seamless integration into the DMS. The suite strives to maximize customer retention through the ownership lifecycle culminating with repurchase which can be accelerated through Quote.

Dealers report 4% Total Conversions on ALL offers generated by Quote in four week period.
Automated, Integrated and Activated!
Quote is a complete program which handles every aspect of your quote development and presentation except for the actual close of the sale. Once activated, the number of offers and consistency of presentation is handled through the tool so your sales team can concentrate on closing sales not digging for details on each prospect!

- **Simple Automated Quotes** – Dealer defined parameter and fully automated calculations of trade-in values, current equity, dealer and manufacturer incentives, and cost of ownership comparisons are prepared and delivered to customers at pre-determined intervals.
- **Management Reporting** – Every offer is tracked allowing for efficient coordination with Sales and internal BDC. Sales sheets are created daily and follow-up can be automated or personalized depending on dealer selected options.
- **Multi-Media Delivery** – Offers are presented by mail, email, and in the lane or with coordinate BDC follow up. Dealers can determine the offers and the methods of presentation for each customer or by defaults.

**Quote XChange™ Merchandising Can Accelerate Dealership Sales!**
Field testing has demonstrated that dealers who employ significant on-site promotion in their showrooms and service departments can significant advance their ultimate conversion ratios. The Quote XChange program is an advanced marketing effort which can be added to the basic tool. The complete package includes point of sale promotion tools designed to supplement the automated quote process. When fully implemented the Quote XChange merchandising program will dramatically accelerate sales!
Direct Mail

AutoLoop Direct Mail Targets Customers for Results

Properly targeted direct mail can achieve very efficient results. At AutoLoop, our market evaluations tools offer highly selective targeting getting the right message to the right customer and avoiding waste. With complete integration with the DMS the field executions are focused and consistently increase customer engagement – our ultimate goal.

Taking advantage of the entire AutoLoop Suite of products, dealers can execute multi-media promotions on-demand resulting in unprecedented lift in their business. Coordinated campaigns using direct mail can dramatically improve overall marketing efficiency and generate significant profits when you need them most. As part of the ultimate Customer Engagement Marketing toolset, AutoLoop Direct mail is an indispensible part of a complete marketing effort in most dealerships.
Market Evaluation is the Key to Success!

The analytics of AutoLoop’s Insight™ formulas work to profile customers so the right message is delivered at the right time. Working in unison with alternate delivery of email, SMS, and voice, the direct mail programs add total returns and can significantly increase the effectiveness of each campaign.

- **Functional Advantages** – When used as a sole medium or in collaboration with other communications, Direct Mail can enhance messaging leading to customer engagement and action. The most common success stories are usually tied to:
  - Service Reminders, Recovery Campaigns, Declined Services, Lost customer Recovery and Targeted Sales – all benefitting from AutoLoop Insight™ evaluation and effectiveness testing.
  - Relationship Marketing—keeping customers part of the dealership family and building positive rapport.
  - Special Promotions and Incentives—designed to stimulate business when you need it most

- **Campaign Enhancements** – Multimedia targeting of your best customers increases responses. With the AutoLoop Essentials library of tested programs, the opportunities are virtually unlimited.

Management Reports Eliminate Guesswork!

AutoLoop Direct Mail is built with accountability and efficiency monitoring as an important feature. Tracking results and learning what’s working best is fundamental to our ongoing quest to build the most effective communication and promotion platforms possible. Management reports, dashboards and cross-selling resources are integrated into our programs to insure that dealers maximize their efficiency and get the ROI they seek.
AutoMax
Maximizing Customer Engagement Management

Integrated Management Tools Accelerating Results
AutoLoop AutoMax™ is a marketing accelerator providing management with the most powerful combination of management tools in the automotive marketplace. Consolidating all customer marketing data into insightful reports, dealers are able to get results never thought possible in customer marketing.

AutoMax is integrated into the fabric of the AutoLoop product suite and is activated at no cost to dealers when Essentials and at least one other products are in use. When activated, dealer management will be able to implement coordinated marketing activities, activate opportunities and facilitate dealership activities providing extraordinary efficiency and yielding unprecedented results.
Getting the Dealership Marketing Under Control

The AutoMax™ Customer Engagement Management tool will make a difference in your efficiency, and will finally give management the tools to monitor the entire customer marketing mix. With the full integration of the DMS, every customer activity is centralized into an effective management program. The result – more business, less confusion, higher profits and better controls!

- **The Most Effective BDC Tool Ever!** – All activity is consolidated to enhance the BDC effort. Campaigns can be centralized, customer information available with a click on the screen, and scheduling and monitoring of work is built-in.
- **Management Oversight is Possible with All Activities Centralized** – Managers will have access to everything going on in the dealership and be better manage overall marketing activity and progress.
- **Campaign Management and Coordination Enhanced** – Real time monitoring of all promotions facilitates coordination between departments and centralized monitoring of all resources employed.
- **Dealership Efficiency Improved** – Dealers can put an end to wasteful spending allocating resources to the most effective tools while reducing inefficient spending. Simplified dashboards track progress and on-the-fly decisions can be made to support winning programs.
Customer Service & Reporting

The AutoLoop Team is focused on Dealers getting Results!

AutoLoop is passionately committed to facilitating dealer growth with a support system built in to every product! A team of “real people” support dealership growth with telecommunications during dealership business hours and strong in-the-field support for installation and business development consulting support. Using team resources to assure optimum field support sets AutoLoop apart from marketing suppliers simply providing software.

- **Field Support** – Assisting with installation and day to day consulting on best practices
- **Call Center Support** – Manned with helpful personnel getting raves for problem solving during all business hours.
- **Campaign Center Teams** – Working interactively with quick turn support to support both off-the-shelf and custom campaigns
- **Newsletters and White Papers** – Reflecting trends and best practices made possible by exhaustive study of millions of transactions and thousands of communications conducted each month.
- **Software Updates** – New releases are timed regularly reflecting on lessons learned in the field and opportunities that emerge from dealer feedback. It is a dynamic not static tool chest that keeps getting better!
Management Reports Help Track Success and Opportunities

Reporting is a critical component of each AutoLoop tool. Knowing where a dealership’s performance stands, what’s working and what’s not are key factors in why dealers embrace AutoLoop. With AutoLoop dynamic reporting, dealers can track the progress of every aspect of the marketing with ease. Simple to use dashboard summarize progress on campaigns and customer interaction. Special reports help analyze efficiency of each program and provide valuable data for evaluating the efficiency of departments. With the Insight tools, the ability to assimilate a composite overview of all customer interaction is further enhanced into one location with reports that facilitate action. The list of reports is daunting – more than any other marketing toolset in the industry! Key categories include:

- Dashboards on all campaigns
- Campaign tracking in all media
- Scheduling tools for service
- Sales tools for lead support
- BDC customer presentations and action reports
- Market Evaluations on opportunity
- Performance and profitability reports on all products
- And much more!

Analytics is Key to Product Development and Enhancements

AutoLoop’s unique ability to analyze data from dealership marketing is a key component in product development. Campaign templates are influenced by best practices and electronic communications are constantly measured for effectiveness. AutoLoop tracks activities of over 40 Million customers every day involving millions of transactions. The marketing analysts use this data to provide valuable insight for dealers and AutoLoop support teams offering a significant dealer advantage.

Efficiency is doing things right, Effectiveness is doing the right things. – Peter Drucker
Group Support

Groups Benefit from AutoLoop Marketing Coordination

The AutoLoop Suite is a flexible platform that supports all brands and integrates with all DMS platforms, allowing a single source supplier for customer-based marketing. Whether a small group of privately owned dealerships or a group with a large national footprint and multiple roofs in many cities, the simplicity and effectiveness of the AutoLoop approach adapts well. Each dealership can sustain independent programs with detailed analytics, while multiple group results and comparisons can be rolled up into progress reports and efficiency monitors.

Coordinated campaigns and centralized goal setting are logical adaptations available to management overseeing multiple dealerships. Add the resources of AutoLoop extensive data analytics, the campaign libraries in the Dealer Marketing Center, and the automated messaging of The Engagement Center, and your management can be assured that every dealership will be operating at the highest efficiency—while sustaining independence associated with brand-specific marketing.

Information is not knowledge.
– Albert Einstein
Individual Marketing – Group Benefit!

When a single ownership covers multiple brands under one roof or frequently with multiple locations, AutoLoop can significantly enhance the management oversight and generate extraordinary results. A single source supplier fully integrated into the dealership DMS makes life simple and can assure that the market “best programs” are executed across all facilities. Taking full advantage of industry leading service lane support, customer relationship program or customer upgrade initiatives across all dealerships has huge advantages and offers great efficiencies.

Building consistency allows group management to roll-up reports reflecting all dealership’s performance as well as effective, side-by-side comparisons with common data and formats. Ideas that work in one dealership can be employed in others. Positive competition between brands can be enhanced and where applicable, cross marketing and/or joint marketing can be effectively orchestrated adding excitement in the marketplace.

Groups on the common platform experience both efficiency and maximize results:

- **Independent Dealer Operations** – Brand specific programs are supported while best practices can be used across a broad group.
- **Customers are Tracked** – Consistent methodology allows tracking of all customers regardless of brand preferences to help eliminate defections from group!
- **Consistent Reporting** – All data can be rolled up and compared among groups through common data formatting.
- **Optimizing Service Departments** – Efficiency is increased with both independent or shared service facilities.
- **Best Practices Assured** – Standardized training and assurance that everyone is using the established best practices is virtually assured.
- **Personnel Mobility** – With common tools and standardized programs personnel can be moved between dealerships allowing quick transitions.
The AutoLoop Suite is Different by Design

Designed to serve all brands in all types of dealerships, the focus is on customers and engaging them in communications that gets results. Nothing distinguishes the suite more than the establishment of a common platform and full integration with your DMS. Everything works together and is functional no matter what tools you chose to employ. Each is built to get you a ROI, and to do so efficiently.

AutoLoop Products Get Results – Dealerships that utilize Essentials as their primary customer marketing tool get great results. The automated programs assure continuity and help a dealer stay on track with customer marketing. The customization opportunities and the on-demand campaigns are constantly being improved through best practice evaluations, and the upside is strong. When AutoLoop’s Book, Quote and Insight are employed, the compounding impact of the suite of products and the dealer ROI build exponentially.

All Brands Benefit – AutoLoop is servicing every brand and supporting manufacturing stringent requirements for graphics support and marketing. Our programs benefit from direct support and feedback from manufactures as we share information, designs and campaigns to maintain currency with market changes.

Focus on the Customer – AutoLoop will focus on retention and believe that the programs of AutoLoop lead the marketplace in building customer engagement through targeted communications and customer sensitive support. The right message at the right time to the right person is fundamental to the brand’s success, and the emphasis on studying the customer and their responses will keep AutoLoop in the industry leadership position.
The AutoLoop Suite

The AutoLoop Suite is constantly evolved to improve dealer retention of customers. When applied together there is no program on the market that does more to enable customer engagement.

### AutoLoop Essentials™
*The Ultimate Customer Relationship Management Tool*

- **SETUP WIZARD** – No hassle installation gets you started quick
- **THE ENGAGEMENT CENTER** – 30+ Automated Engagement Communications
- **THE MARKETING CENTER** – Hundreds of customizable, relevant Campaigns
- **SMART COUPONS** – Delivering Service Customers
- **MARKET EVAL** – Refining targeting decisions
- **MULTI-MEDIA APPLICATIONS** – Mail, SMS, Talk and Email integrated
- **APPENDS** – Keeping your emails productive/current
- **DATA CLEANSE** – Updating customer records – eliminating duplications
- **BDC** – Important information available (optional) with Suite
- **LOYALTY** – A complete loyalty points program built in
- **PORTAL** – Convenient, insightful web based servicing
- **CUSTOMER SUPPORT** – Real person telephonic and field support

### AutoLoop Quote™
*Equity Mining that Simply works*

- **AUTOMATIC DEAL OFFERS** – Personalized for each individual situation
- **FULLY INTEGRATED DEALS** – Current rates, mileage, incentives, payments
- **IN-DRIVE UPSELLING** – Coordination with service lane
- **LEAD SHEET** – Auto-produced daily for Sales coordination
- **INVENTORY MATCHING** – Offers matched with customer and current inventory
- **LIVE CALLS** – Automated on demand (optional)
- **EFFECTIVE DELIVERY** – eMail, Lane, Direct Mail (optional)
- **BDC INTEGRATION** – All offers tracked in real time

### AutoLoop Book™
*The Scheduling Standard for Enhanced Efficiency*

- **SERVICE MENUS** – Fully customizable for each dealer
- **FIRST SERVICE SUPPORT** – Tools to get customers engaged
- **CONSUMER PORTAL** – Scheduling ease through seamless web interface
- **CAPACITY MANAGEMENT** – Control expenses, enhance service capacity
- **MOBILE SMART LANE** – The ultimate tool for customer satisfaction & upsell
- **BDC INTEGRATION** – Built in support for multi-level communications tracking
- **ADVANCED REPORTING** – Useful Dashboards that capture all activity

### AutoLoop Insight™
*BDC Management Resource for Enhanced Profits*

- **BDC INTEGRATION** – All marketing communications is consolidated in one place
- **PROFILING** – Individual customer records updated and accessible for target selling
- **CENTRALIZED CAMPAIGNS** – Assuring that all programs are coordinated for effectiveness
- **CENTRALIZED REPORTING** – Track success of each marketing program across all mediums
- **MANAGEMENT REPORTS** – Consolidated oversight of all aspects of dealership marketing

### AutoLoop Direct Mail™
*Enhancing Your Dealership Results*

- **MARKET EVALS** – Profiling customers for highly targeted messaging
- **EXPANDED CAMPAIGNS** – Expanding penetration of Dealership Campaigns
- **MANAGEMENT REPORTS** – Focused on ROI in isolation or as part of multi-media campaigns
- **FULLY INTEGRATED** – Designed for stand-alone or fully integrated with AutoLoop marketing
Engagement is the Key to Long-Term Customer Relationships