



ONECLICK  
LOYALTY

# CUSTOMER RETENTION FOR DEALERS BY DEALERS



## MEET ONECLICK LOYALTY

The only digital customer loyalty and retention platform built by automotive experts for today's digital dealership. The platform is designed to offer you a turn-key solution to drive retention, increase service revenue, and convert every buyer into a customer for life. No installation required.

## LET'S TALK

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## IT BEGINS AT THE BEGINNING

Retention and loyalty marketing start before the customer has left the lot. That's why our platform is designed to reach customers at that moment of highest emotional engagement – right at purchase.

## WE START WHERE MOST CRM'S DROP OFF

Dealership CRMs are cumbersome, packed with rarely used features, and heavily loaded for pre-sales. Our platform is designed to kick in at the point of sale and seamlessly transition customers into post-purchase engagement, driving revenue and supporting dealership loyalty.

## WE DO IT WITH PERSONALIZATION

Underlying our platform is a powerful personalization engine that delivers the right message to the right customer at the right time. This affordably drives ROI for your dealership and requires little to no effort on your part.

## WE DO IT WITH TURN-KEY SUPPORT

While our platform is designed for plug-and-play, we haven't forgotten the importance of support. Once enrolled, our Digital Support Desk has your back via a dedicated phone number and email. We even help you track and improve on your success via regular performance reports.

# CUSTOMER LOYALTY AND RETENTION MADE SIMPLE

OneClick Loyalty connects the dots so you don't have to – starting with proactive email and text messaging that drives each customer to their own automated Personal Website. The platform digitizes the entire customer lifecycle, from the initial welcome message to scheduling service, cross-selling, nurturing leads, integrating social channels, and driving repeat purchases.

## POINT OF SALE

At the dealership, the sales person uses OneClick Loyalty's proprietary mobile app to take a photo of the customer in front of their new vehicle.

## WELCOME

The platform immediately triggers a welcome email that drives the customer to their very own Personal Website.

## ENGAGE

The customer's Personal Website carries forward throughout the full ownership lifecycle, driving revenue for the dealership via 1:1 personalization, content automation, and offer optimization.

## RETAIN

Built-in proprietary business rules kick the platform into high gear right when it counts the most - at retail and lease termination.

**CUSTOMIZED PERSONAL GREETING**

**CUSTOMIZED HERO IMAGES**

**OFFERS & INCENTIVES**

**DEALER INFO**

**UPSELL VIDEO**

**AMENITIES**

**SOCIAL SHARE**

**SURPRISE & DELIGHT**

**REFERRAL INCENTIVE**

**MILEAGE CALCULATOR**

The screenshot shows a personalized website for a customer named Tom. The header includes the Jack Demmer Lincoln logo and contact information. The main content area is divided into several sections:

- Personal Greeting:** A message from Tom, congratulating him on his new Lincoln MKC and welcoming him to Jack Demmer Lincoln.
- Offers & Incentives:** A prominent orange banner that says "CHECK OUT YOUR SPECIAL OFFER!".
- Dealer Info:** A section titled "My Dealer" featuring a photo of Michael Kemp, Sales Manager, and a map of the dealership location in Jack Lincoln.
- Upsell Video:** A video showing the interior of a Lincoln MKC, with a play button overlay.
- Amenities:** A section titled "Jack Demmer Lincoln Amenities" listing services like Waiting Room, Kids' Zone, Concierge Service, and Courtesy Vehicle.
- Social Share:** A section titled "Show off Your New Lincoln!" with social media sharing options.
- Surprise & Delight:** A section titled "Oil Change Special - \$34.95" with a "Book Now" button.
- Referral Incentive:** A section titled "We love referrals!" with a form to enter the user's name, email address, and a referral's email address.
- Mileage Calculator:** A section titled "How many miles do you have left to drive before your lease is up?" with a "MILEAGE CALCULATOR" form.