

# CSI on your mind?

CSI is what we do... *all* we do  
We've been doing it for 30 years  
And we do it *very* well



***AUTOCOM*** ...

**Retail Automotive CSI Support**

### **There are four ways to improve your CSI**



- Do a better job of making your customers happy
- Persuade more of your happy customers to answer the survey
- Condition those customers to give you higher scoring responses
- Fix more of your unhappy customers before they get the survey

### **And we can help you with all of them**

Autocom has been providing customer follow-up services and related CSI Support to new car dealers since 1985

Autocom is an approved vendor to AutoNation, Hendrick Automotive Group, and Dick Smith Automotive Group along with many independent new car dealers across the US

## **We have the focus**

- We work exclusively for new car dealers
- We know how to improve your CSI response rate and increase your Top Box responses
- We report customer concerns quickly so you can address them before your customer is surveyed
- We tell you where to direct long term process improvement efforts
- We help you identify undesirable trends before they become a problem



## **We have the experience**

- We have made more than four million successful contacts to customers just like yours in the past 30 years
- Our contact rate is 70% and we'll reach many of your customers the day after the RO is closed
- Follow-up calls are made from our Michigan Call Center by trained Customer Service Representatives (and yes, English *is* their first language)
- Calls are brief, non-invasive, and easy on your customers





## The path our call takes depends on the customer



We condition your Completely Satisfied customers to reply with the appropriate Top Box response and secure a verbal commitment to respond to the survey

We apologize to your unhappy customers and report the details to you in time to save the customer *and* the survey





## Retail Automotive CSI Support

# Reporting is timely and easy to manage

Printed: 10-05-2010

### Motor City Chevrolet Service Call

RO: 401465 Closed: 9/27/2010  
Motor City Chevrolet  
12555 Michigan Avenue  
Detroit, MI 48329  
313-555-5555  
Bill Hendricks  
13830 Shaver Ct.  
Detroit, MI 48329  
Home: 313-555-1234  
Cell: 586-555-1622  
Work: 248-555-8899

First home then call then wk (till 5pm)

RR 10/4 5:15 #1234 LM  
BB 10/5 4:40 #1234 LM  
MH 10/6 7:32 #1234 PNA

2010 CHEVROLET MALIBU  
1G1ZC5EB7AF104398  
Mileage 11786  
Advisor 1530 DAN IRWIN  
Techs 1754

CSI Customer  
CSI Briefing by

Are you COMPLETELY SATISFIED with your service experience?

Yes	No	??	NA
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Autocom Comments to Dealer:

<input type="checkbox"/> Professionalism / Courtesy	<input type="checkbox"/> Repair Time
<input type="checkbox"/> Communication	<input type="checkbox"/> Convenience / Policy
<input type="checkbox"/> Sincerity / Integrity	<input type="checkbox"/> Parts Availability
<input type="checkbox"/> Repair	<input type="checkbox"/> Expense
<input type="checkbox"/> Diagnosis	<input type="checkbox"/> Efficiency
<input type="checkbox"/> Condition on Return	<input type="checkbox"/> Recurring / Prior Problem
	<input type="checkbox"/> Manufacturing Problem

Customer Concern  
*This is the third time it's been in for the same problem...*  
*It's still pulling to the right and making the same noise*  
*I'd like to bring it back in on Wednesday*

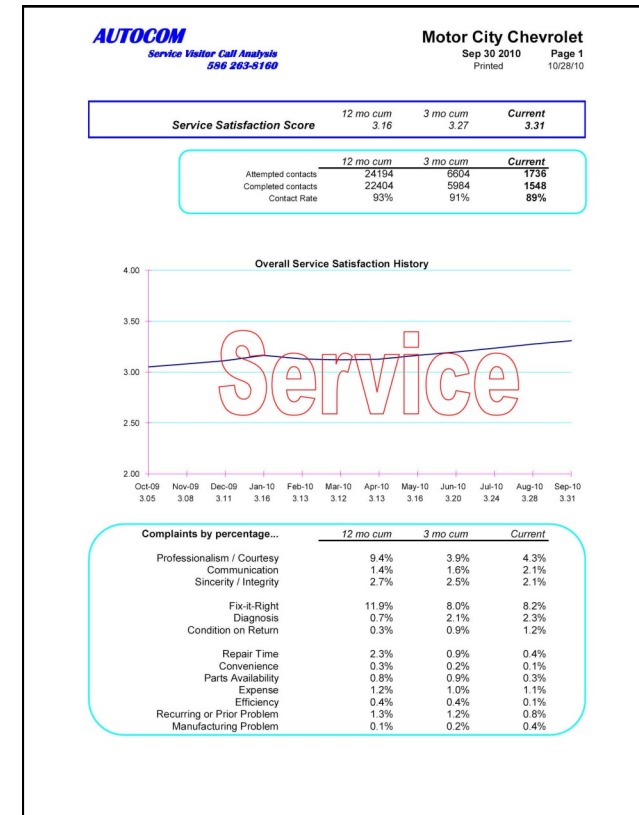
Cause/Correction (Dealer Use)

Tech: 1754 W 15CV2 CAMPAIGN/RECALLS COMPLETED CAMPAIGN 10085 V2252 1.5 HRS.  
Tech: 1754 C 90CV199R L O F 199 SERVICE COMPLETE  
Tech: 1754 W 02CVZ10 Trim Code Three REATTACHED

**Contact Request**  
Contact: *Bill Hendricks* Phone: *248-555-8899* Best Time: *Days call open*

Regarding: *Another appointment for next Wednesday*

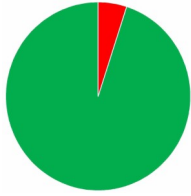
**Dealership Follow-up**  
Date: \_\_\_\_\_ by: \_\_\_\_\_  
Resolution: \_\_\_\_\_



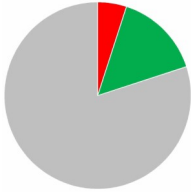
We email completed call reports to you daily,  
urgent ones within minutes of our call

Monthly statistical summary reports help you  
target your process improvement efforts

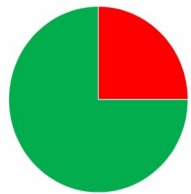
### Why response rate is so important



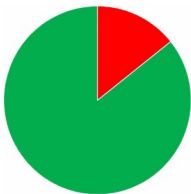
If the majority of your customers are Completely Satisfied you might not think the rest would have much of an impact on your CSI



But your CSI isn't determined by all your customers, it's determined by only those who answer the survey



If only small percentage of your Completely Satisfied customers respond to the survey, the few unhappy ones carry a lot more weight.



Fortunately, even a modest increase in response rate from your Completely Satisfied customers can significantly reduce the impact of the few who are not happy

## **Rates as low as \$1.00 a repair order**

We only charge for successful customer contacts and rate per call depends on monthly volume, which in turn depends on your RO count and your manufacturer's CSI criteria.

But to give you an idea, if you generate 800 repair orders a month that are eligible for a CSI Survey, your monthly cost would be around \$1170 or about \$1.40 per eligible RO.

At 1600 CSI eligible ROs monthly cost would be around \$1950 or about \$1.20 per eligible RO.

In any case, we will provide a good faith estimate of monthly recurring charges before we begin so you'll know what to expect.

We also offer significant discounts to eligible dealer groups.



## **You have the control**

No long-term contract. Service is provided month-to-month with a 45 day termination notice.

You determine call selection criteria. We can call all of your customers, focus strictly on CSI customers, or anything in between.

We have local telephone numbers in major markets across the continental US so we can call your customers from a local number and if we don't already have a number in your market, we'll acquire one.

We can even provide a dedicated phone number in your own area code and populate the Caller ID Name with your dealership name for a nominal charge.

## About us

Autocom is a privately held Michigan corporation operating continuously from metropolitan Detroit since 1985.

We presently make some 50,000 customer contacts monthly for about 100 retail automotive dealers from our 6,000 square foot call center in southeastern Michigan.

Autocom is an approved vendor to AutoNation, Hendrick Automotive Group, and Dick Smith Automotive Group along with many independent new car dealers across the US.



## **Our Mission Statement**

To remember that the most important person in our day is the customer of our dealer.

To be responsive to our dealers' needs and to exceed their expectations whenever we can.

To recruit concerned and able employees, allow them to perform to the best of their abilities, and reward their efforts accordingly.

To ensure our fees are fair, reasonable, and worthy, and to make every effort to remain a strong and profitable corporation.

To become the standard by which our competitors are measured.

*Bill Hendricks*  
*September 5, 1985*