



# CASE STUDY - SERVICE Recall Campaign



CAMPAIGN COST: \$2, 610.00 ex. GST = 60.00-hours | 19.89 calls/hour | 1215 calls made



401

Customers to be Contacted



392

Completed Contacts (97.75%)



136

Service / Recall Bookings Sourced  
\$10, 081.39 generated



16

Sales Leads Sourced  
5 cars SOLD



111

Emails Addresses Obtained

## The Goal Objective:

This was a one off campaign for a MAJOR METROPOLITAN MAZDA dealer and we called these customers on behalf of this dealership with the aim to:

1. Find out if they still own the car
2. Book them in for the recall
3. Offer a free safety inspection with the visit
4. Update owner details
5. Offer appraisals and / or test drive of new Mazda 3 and BT50 as that was the majority of vehicles affected



## Further Results from the Campaign:

