



CASE STUDY - SERVICE Service Reminder Calls



CAMPAIGN COST: \$4, 430.00 ex. GST = 100.00-hours | 21.78 calls/hour | 1, 960 calls made



1, 002

Customers to be
Contacted



951

Completed
Contacts (94.91%)



651

Service / Repair
Bookings Sourced
\$425, 982 generated



3

Sales Leads
Sourced
2 cars SOLD



184

Emails Addresses
Obtained

The Goal Objective:

This was a MONTHLY SERVICE REMINDER campaign for a MAJOR AUDI dealer in QUEENSLAND. We called these customers on behalf of this dealership over a 4-week period with the aim to:

1. Find out if they still own the car
2. Booked all Service Plan vehicles for service
3. OBTAIN AS MANY SALES & SERVICE LEADS AS POSSIBLE TO COVER THE COST OF THE CAMPAIGN
4. Update owner details
5. PROMOTE S. I. R. A (Service Initiated Roadside Assistance)



Further Results from the Campaign:

