

CRMA PROCESS

CLEAN DATA TO ESTABLISH:

- Customer Name
- Address
- Model
- Registration
- Last Service Date
- Business Exclusion

1 Send **LETTERS**

2 Send **EMAILS**

3 Send **TEXT MESSAGES**

4 **CALL** Customers who have not returned

CRMA have developed a customer survey method designed to **make you money**

CRMA design the survey to suit your requirements so it can be **tailored to your needs**

Pricing

\$1,495 (plus GST)

Includes all contact costs; including data matching, cleaning and compilation of returned mail and customers who could not be contacted

Included in the price is:

- 500 paper mail **letters** sent
- 500 **emails** sent
- 500 **text messages** sent
- 100 **phone** surveys completed (3 attempts on up to 3 numbers)

Prices are accurate as of 10/04/2015 but subject to change, please call (03) 9670 8308 to confirm

CRMA Lost Customer Program



The CRMA program involves:

- Targeting customers who are lost to your dealership
- Sending 500 letters
- Sending 500 emails
- Sending 500 text messages
- Calling 100 customers who did not return from the letters or text messages

What will you get back?

- Verbatim feedback
- Returns by contact method
- Return on Investment
- Why your customers aren't returning
- How you compare to other dealers
- A plan on how to improve

Most important? \$\$\$



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