CUSTOMER JOURNEY ROADMAP DICK LOVETT BMW

MaVH 7019







DICK LOVETT BMW CUSTOMER JOURNEY

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INTRODUCTION



INTRODUCTION

Dick Lovett Marketing Team have introduced a new email broadcast platform that will facilitate personalised communications and follow-up messages to sales prospects for new and used cars. This will be supplemented by Car Alerts, an email-based system which acts as a 'silent salesperson', helping reduce 'lost' sales by keeping customers up-to-date on approved-used vehicle availability. Car Alerts has a proven track record of pulling a significant proportion of 'lost' prospects back into the sales funnel.

The programme will also promote new stock to existing Dick Lovett prospects – allowing re-capture of leads that might otherwise have gone elsewhere. When an enquiry hasn't progressed to a sale after seven days, customers can be auto-subscribed to updates on the latest stock that closely matches their initial enquiry.

In addition, an electronic aftersales retention programme will provide existing Dick Lovett customers with service, MOT and end of warranty reminders including BMW Teleservices as well as facilitate vehicle health check follow-up activity, through a combination of email and SMS messages.

This group-wide CRM project will become a key part of our efforts to optimise sales and service lead generation, as well as achieve the highest standards of customer satisfaction. It will also enable our marketing to be more agile and productive.

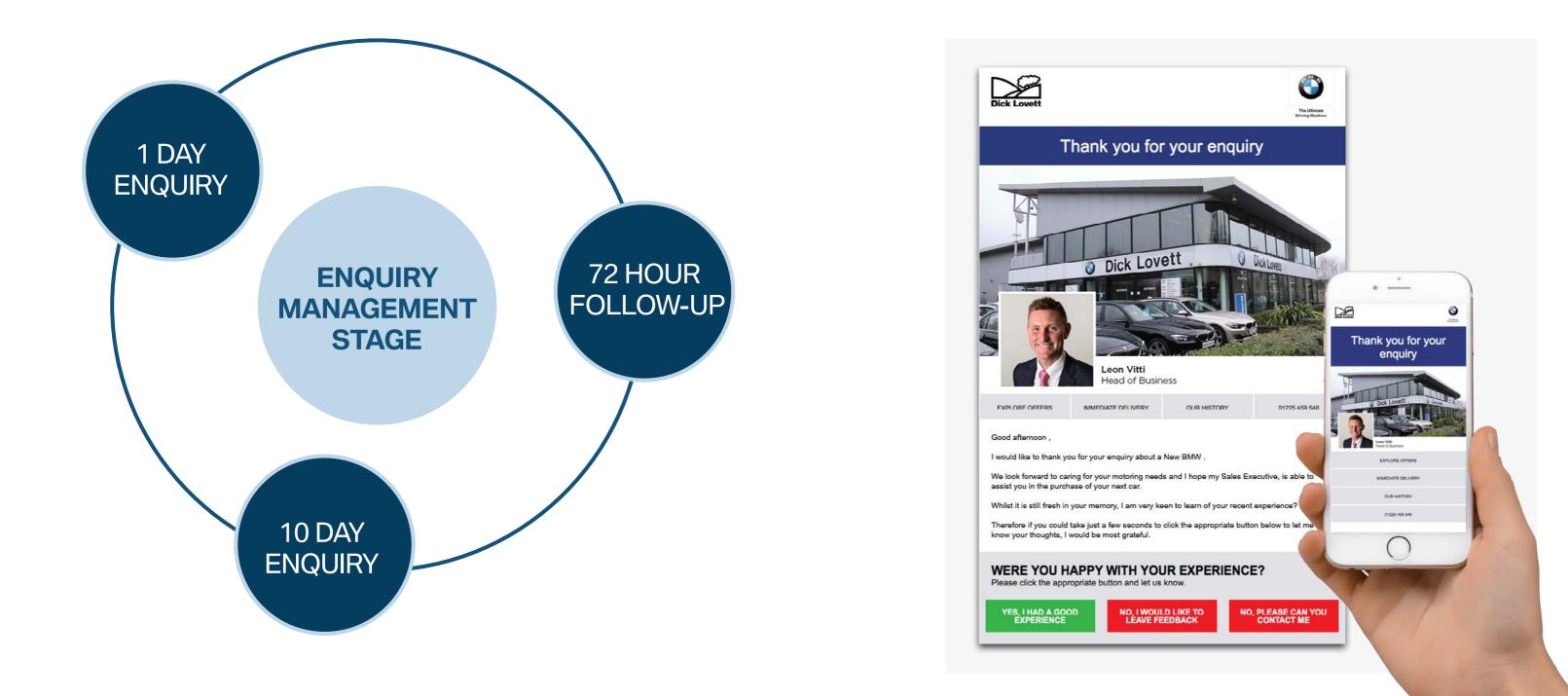
This document highlights each customer touch point in this journey for both Sales and Aftersales.



ENQUIRY MANAGEMENT STAGE







DICK LOVETT BMW CUSTOMER JOURNEY

1 DAY ENQUIRY.

Message

- Thank you for your enquiry from HoB
- Header Image Dealership and HoB photo
- Personalised by HoB, Sales Executive and Model of Enquiry
- Includes Customer Feedback Mechanism

Rule

1-day after enquiry (if no sale)

Response Mechanism

Reply Email / Feedback Form / Click to Call

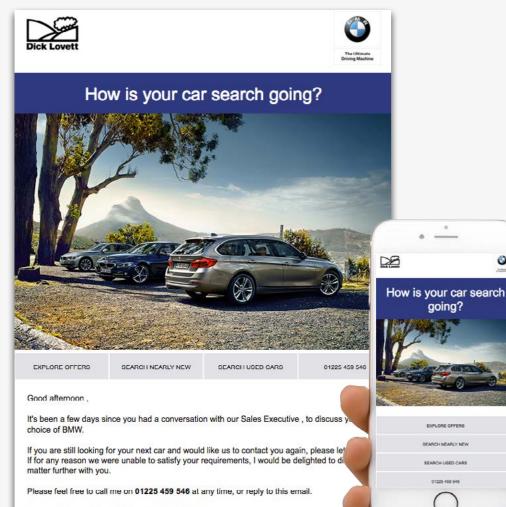
Criteria for Email / SMS Message

- Within 24 hours of Enquiry
- Exclude if follow-up been made within 24 Hours
- Exclude 'Stop Email Flags'
- Exclude 'Stop Phone Flags'

Contact Code

E01

ENQUIRY STAGE



Once again, many thanks for your valued enquiry.

Best regards

Derek Owen General Sales Manager

72 HOUR FOLLOW-UP

Message

 How is the search for your next car going? -From Sales Manager

- Dynamic Header Image Model of Enquiry
- Personalised by Sales Manager, Sales
- Executive and Model of Enquiry
- Includes Customer Feedback Mechanism

Rule

3 days after enquiry (if no sale)

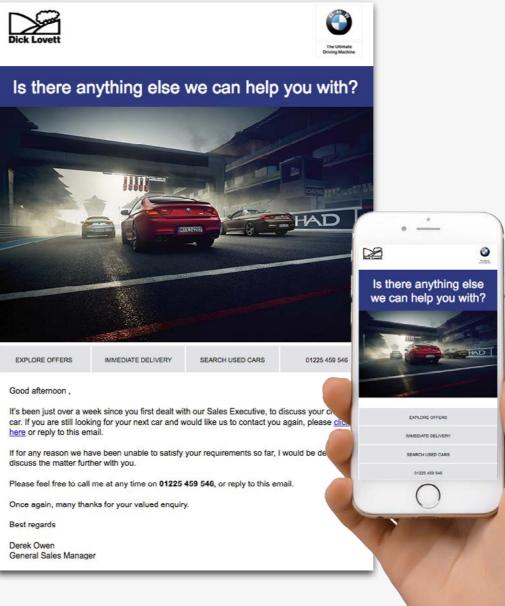
Response Mechanism Reply Email / Click to Call

Criteria for Email / SMS Message

- 72 hours Post Original Enguiry
- If no contact code change
- Exclude 'Stop Email Flags'
- Exclude ' Stop Phone Flags'

Contact Code E01







DICK LOVETT BMW CUSTOMER JOURNEY

10 DAY ENQUIRY.

Message

- Is there anything else we can help with?
- Dynamic Header Image Model of Enquiry
- Personalised by Sales Manager, Sales

Executive and Model of Enguiry

Includes Customer Feedback Mechanism

Rule

10 days after enquiry (if no sale)

Response Mechanism

Reply Email / Click to Call

Criteria for Email / SMS Message

- 72 hours Post Original Enguiry
- If no contact code change
- Exclude 'Stop Email Flags'
- Exclude ' Stop Phone Flags'

Contact Code

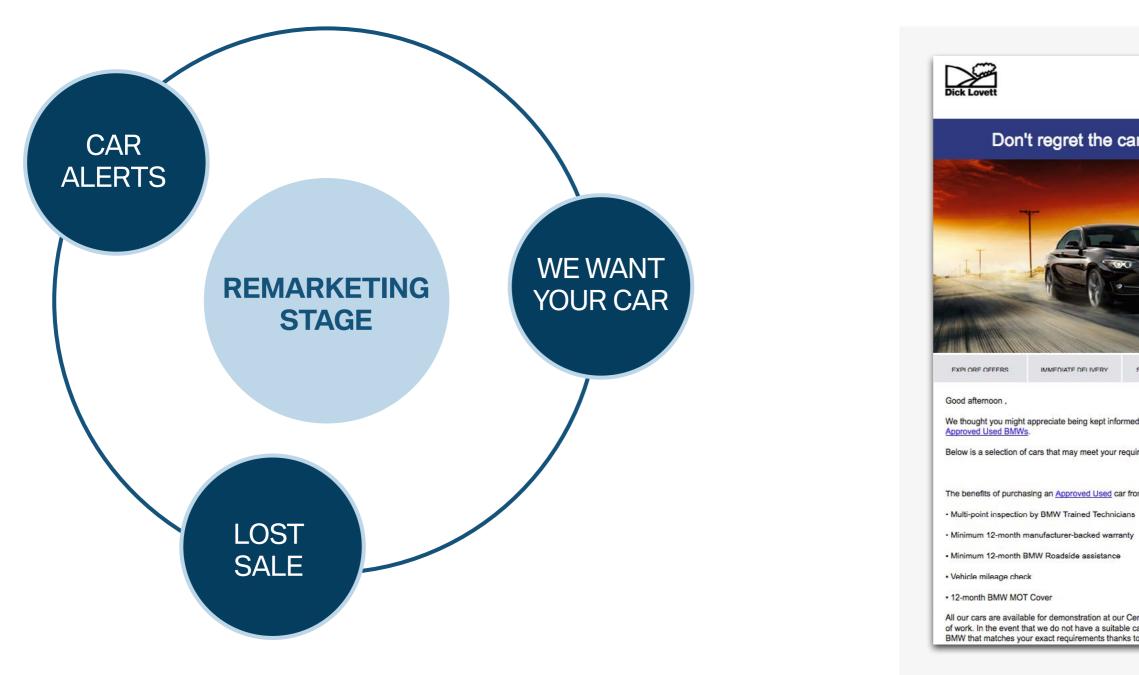
E01

ENQUIRY STAGE

REMARKETING STAGE.









DICK LOVETT BMW CUSTOMER JOURNEY

CAR ALERTS.

Message

- Don't regret the car that got away.
- Pulls in stock that matches customer enquiry
- Pulls in stock that has had a price adjustment
- The benefits of buying from Dick Lovett

Rule

Automatcally enrolled after 7 days (if no sale)

Response Mechanism

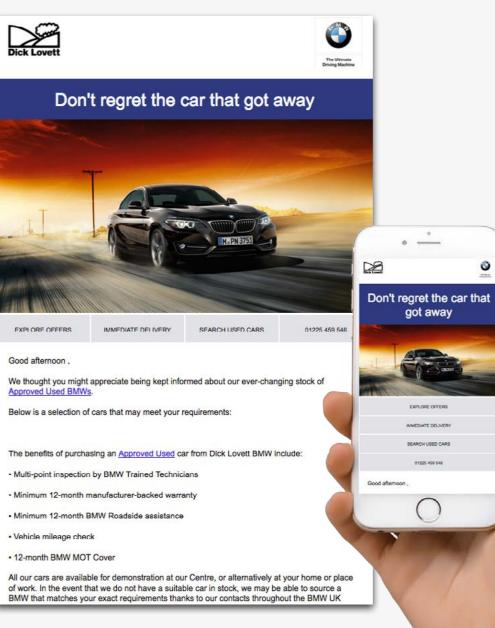
Deeplink to Stock Car / Click to Call / Reply to Email / Request Call Back - Triggers alert to Sales Person

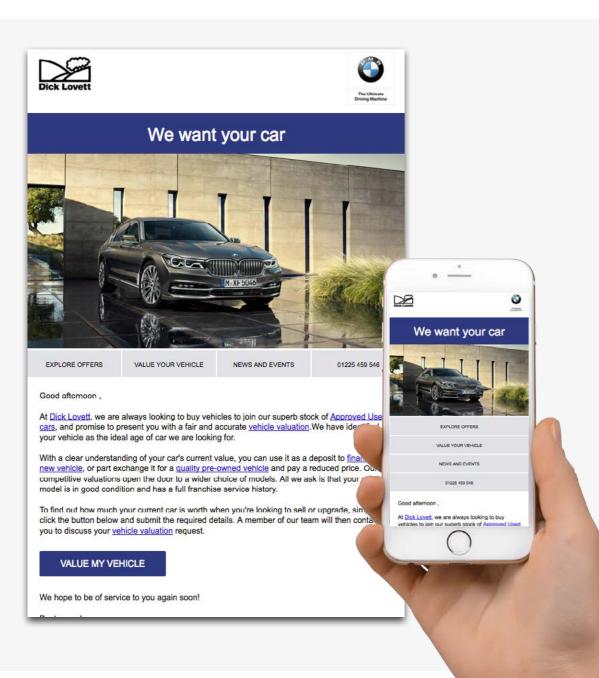
Criteria for Email / SMS Message

- 120 hours after E01
- Stop once Marked with E17 Contact Code (Order)
- Exclude 'Stop Email Flags'
- Exclude ' Stop Phone Flags'

Contact Code E01

REMARKETING STAGE





WE WANT YOUR CAR.

Message

 Dick Lovett BMW are eager to replenish our much sought-after used car stock and, with this in mind, we want your car.

- Test Drive Incentive offer on a new model.
- Link to new car offers

Rule

870 days since delivery date - New Car Retail Only

Response Mechanism

Reply Email / WebForm Pull Through/ Click to Call

Criteria for Email / SMS Message

• Exclude "stop e-mail" flags

Contact Code



Dick Lovett

BROWSE NEW CARS

Good afternoon,

service we provide.

button below I would be most grateful.

YES, I HAD A GOOD



DICK LOVETT BMW CUSTOMER JOURNEY

REMARKETING STAGE

LOST SALE.

Message

 Sorry we were unable to meet your needs from Sales Manager

Request Customer Feedback

 Copy to offer to deal with Sales Manager directly if they are still in the market

Include Current Offers Block

Rule

1 day after set to lost sale

Response Mechanism

Feedback Form / Reply to Email / Click to Call Sales Manager / Request Call Back - Triggers alert to Sales Manager

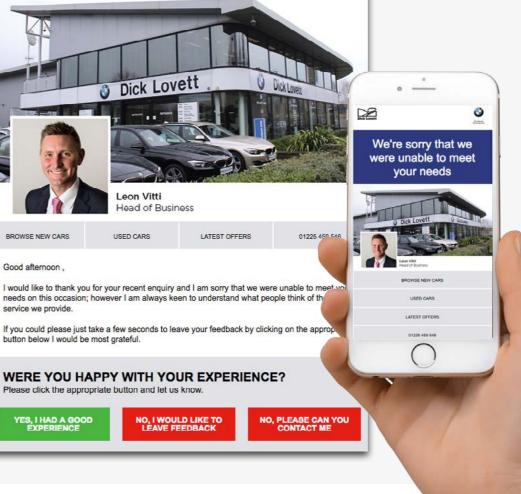
Criteria for Email / SMS Message

- 24 hours after set to lost sale
- Exclude 'Stop Email Flags'
- Exclude ' Stop Phone Flags'

Contact Code

E14

We're sorry that we were unable to meet your needs



C

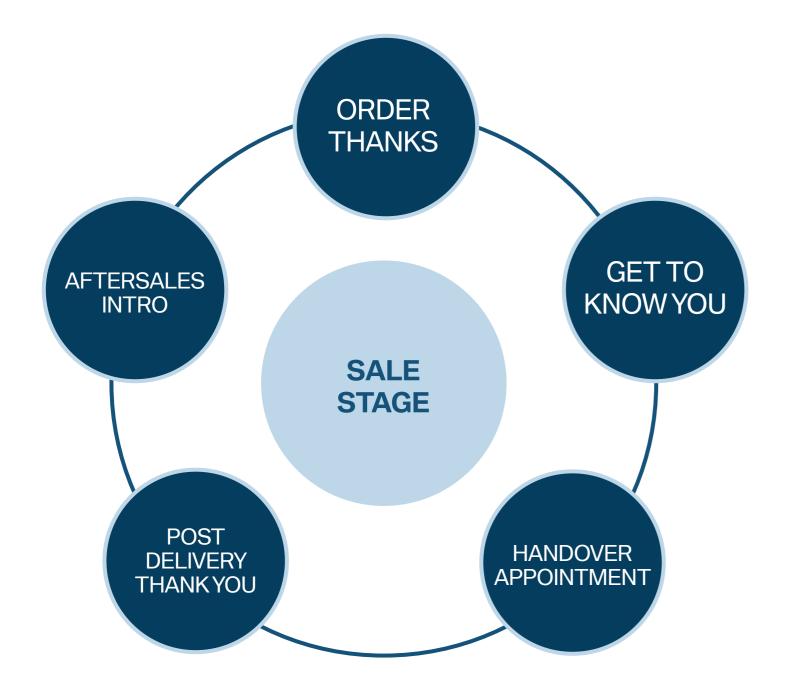
The Ultimate Driving Machine

9.

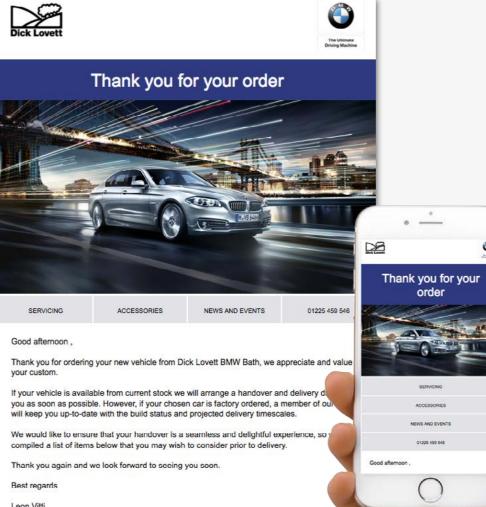
SALE STAGE.











Leon Vitti Head of Business



DICK LOVETT BMW CUSTOMER JOURNEY

ORDER THANKS.

Message

 Courtesy contact to thank the customer for their business from Management Team.

- Dynamic Lifestyle Model Image
- Help make the handover of their new car seemless.

• Includes info on Payment, funding and Important Docs with quick contact phone number.

Rule

1 day after record is confirmed as 'Order' in Drive

Response Mechanism

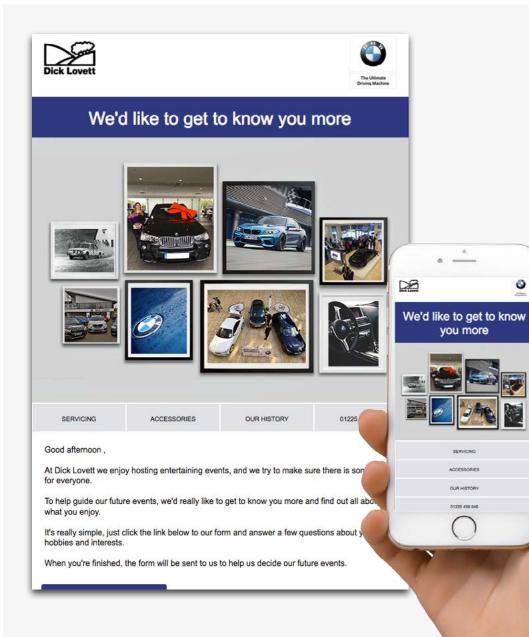
Reply Email / Click to call / Request Callback Alert

Criteria for Email / SMS Message

- 24 hours after Order Confirmed
- Exclude 'Stop Email Flags'
- Exclude ' Stop Phone Flags'

Contact Code E17

SALES



GET TO KNOW YOU.

Message

 Introduces the customer events we hold in Dick Lovett.

• Invites customer to complete a simple webform of their interests and hobbies so that when we do hold events that may interest them, they do not miss out.

Rule

2 day after record is confirmed as 'Order' in Drive

Response Mechanism

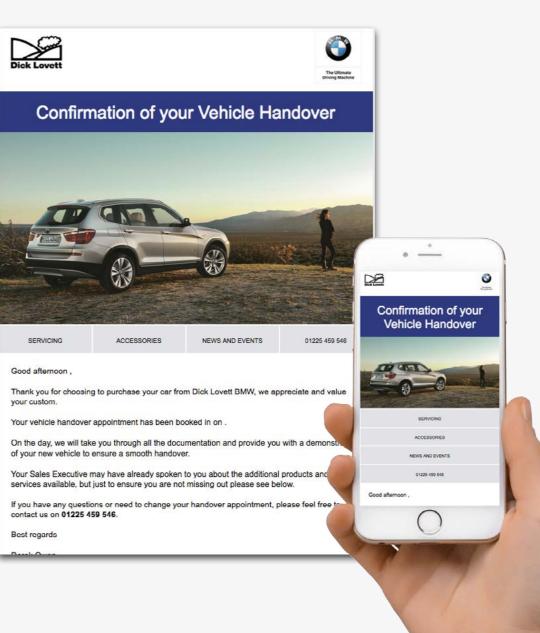
Web Form / Click to Call / Google Review / Reply Email

Criteria for Email / SMS Message

- 24 hours after Order Confirmed
- Exclude 'Stop Email Flags'
- Exclude ' Stop Phone Flags'

Contact Code E17





DICK LOVETT BMW CUSTOMER JOURNEY

HANDOVER APPOINTMENT.

Message

- Sends confirmation of Handover Appointment
- Reminder of important information and docs to bring.
- Dynamic Lifestyle Model Image
- Help make the handover of their new car seemless.

Rule

Triggered 1 day after E18 Contact, and if handover dates are completed

Response Mechanism

Reply Email / Feedback Form / Click to Call

Criteria for Email / SMS Message

- 24 hours after E18 Contact
- Only send if E19 is completed with Date & Time
- Exclude 'Stop Email Flags'
- Exclude ' Stop Phone Flags'

Contact Code E19

SALES



Thank you for choosing Dick Lovett BMW

0

The Ultimate

. .

SERVICING

ACCESSORIES

NEWS AND EVENTS

01225 459 546

Good afternoon .

.



ACCESSORIES NEWS AND EVENTS 01225 459 546

Good afternoon

I'm writing to thank you for buying your BMW from us.

I hope we have managed to meet your expectations so far and I'd like to remind you that here to help you get the best from your BMW now and in the future. So whether you'd li book a service, order parts or accessories, or if you have any questions at all, our experalways on-hand to look after you and your car.

As a valued customer of Dick Lovett, we would like to check how satisfied you were with of service you received.

I would be most grateful if you could take just a minute to click the appropriate button below inform me of your experience. You will also be offered the opportunity to leave detailed feedb should you wish to do so.

WERE YOU HAPPY WITH YOUR EXPERIENCE? Please click the appropriate button and let us know.

YES - COMPLETELY SATISFIED NO - NOT COMPLETELY SATISFIED

POST DELIVERY THANK YOU.

Message

 Courtesy contact to thank the customer for their business from Management Team.

 Message invites customer to complete a CSI survey about their recent purchase.

 Highlights additional services offered by Dick Lovett BMW

Rule

Triggered 1 day after Vehicle Delivery

Response Mechanism

Reply Email / Feedback Form / Click to Call

If Customer has @gmail.com address, direct to Google Review for Dealership

Criteria for Email / SMS Message

- 24 hours after E25 Contact
- Exclude 'Stop Email Flags'
- Exclude ' Stop Phone Flags'

Contact Code E25



Introducing you to our Aftersales Team



SERVICING

Dear,

BMW Bath has met your expectations.

Derek Hendy - Aftersales Manager Email Me

Adrian Roddis - Service Manager Email Me

Dan Clark - Parts Manager Email Me

Aftersales Customer Support Team Email Me



DICK LOVETT BMW CUSTOMER JOURNEY

AFTERSALES INTRO.

Message

 Introduces the aftersales team and Customer Support Unit from the Aftersales Manager.

Includes team photo.

 Highlights the number that will call them to book in future service bookings

• Why Service with BMW?

Rule

Triggered 30 day after Vehicle Delivery

Response Mechanism

Reply Email / Feedback Form / Click to Call

Criteria for Email / SMS Message

- 720 hours after E25 Contact
- Exclude 'Stop Email Flags'
- Exclude ' Stop Phone Flags'

Contact Code

E25

SALES



0 _____ Introducing you to our Aftersales Team ACCESSORIES BODYSHOP 01225 459 546 I hope you are enjoying your new car, and that the service you have received from Dick Lovet Should you have any guestions about the functions or the maintenance of your new car ACCESSORIES 01225 459 546

0

The Ultimate

GERVICING

BODYSHOP

contact a member of my Aftersales team below. They are on-hand to help you during the ownership of your BMW and will do their utmost to look after you.

We look forward to hearing from you and to being of service.

AFTERSALES STAGE.



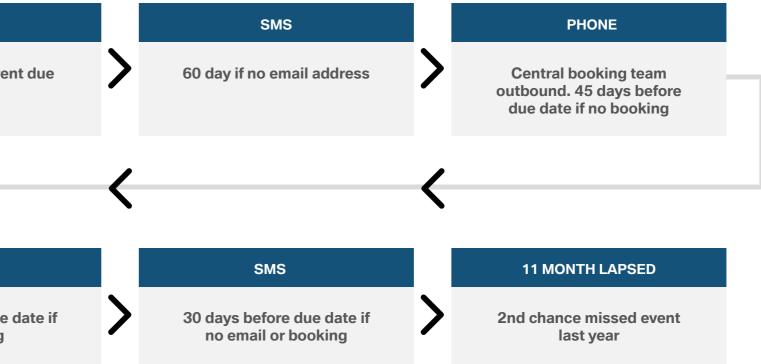


AFTERSALES CONTACT PLAN

AFTERSALES	Send When	
Service -60	Service Rem 60 days prior to 'Service Due' date	
Service -60 SMS	SMS	
Service -30	Service Rem 30 days prior to 'Service Due' date	
Service -30 SMS	SMS	
Service +11 months	Service Rem 11 months lapsed	
Service CSI	3 days after Last Work	
CSI Thank You	30 mins after questionnaire completed - if scored 'YES'	
MOT -60	MOT Rem 60 days prior to 'MOT Due' date	
MOT -60 SMS	SMS	
MOT -30	MOT Rem 30 days prior to 'MOT Due' date	
MOT -30 SMS	SMS	
MOT 11 months	MOT Rem 11 Months lapsed	
Service And MOT -60	Service And MOT Rem 60 days prior to 'Service & MOT Due' date	
Service And MOT -60 SMS	SMS	
Service And MOT -30	Service And MOT Rem 30 days prior to 'Service & MOT Due' date	
Service And MOT -30 SMS	SMS	
Service And MOT 11 months	Service And MOT Rem 11 Months lapsed	
	*Service & MOT due date within 30 days of each other. Triggered on the due date which is the soonest.	
EOWC Warranty Expiry	33 Months after Registration Date. To include MOT and Time to change message	
We want your car	MINI 21 months after Sales Date. BMW 29 Months after Sales Date	
Vehicle Anniversary	12 months after reg date.	
Health Check and Valet - We have missed you	14 Months after reg Date. WIP is not open. Using the 02R Report on CDK DRIVE	
Service Appointment Reminder	2 days before Date Due In. If WIP is open	
Service Appointment Reminder SMS	1 day before Date Due In. If WIP is open. No email or email not opened.	
M Car Running In Service	Sent 1 Week after Reg Date. To remind customers to book in for 1200 miles running in service	

ECRM PROCESS

EMAIL	
60 days before eve date	
EMAIL	
30 days before due no booking	





DICK LOVETT BMW CUSTOMER JOURNEY

INTRODUCTION

ick Lovett			The Ultimate Driving Machin
You	r service ma	ay be due so	on
		F.	
DIC	KLO ERVIC	MINDER	W
CALL-BACK REQUEST	BOOK A SERVICE	SPREAD THE COST	01225 459 568
ood Afternoon ,			

The unique Condition Based Servicing technology means that your BMW has the intellig monitor its own condition, and advise you when a service is due.

When the time comes it is important to know that with our highly trained technicians, state art workshops and the latest diagnostic equipment, you can be assured that your vehicle in the very best hands.

As a valued customer we would like to offer you the following benefits when having your car serviced with us:

· Fully qualified and experienced BMW Technicians

· Collection and delivery service*

BMW.

SERVICE DUE

Message

Your service may be

due soon

DICK LO TT BMW SERVICE VINDER

CALL-BACK REQUEST

BOOK & SERVICE

SPREAD THE COST

01225 459 568

Good Afternoon .

At Pick I music Distant Date.

. _____

- Generic, all about first service reminder
- Needs to be direct and to the point.

 Customer may have service plan, so must say this will be covered as part of your plan.

Rule

60 Days before Due Date in DRIVE. 30 Day Reminder then sent if no booking has been made and there is no open WIP.

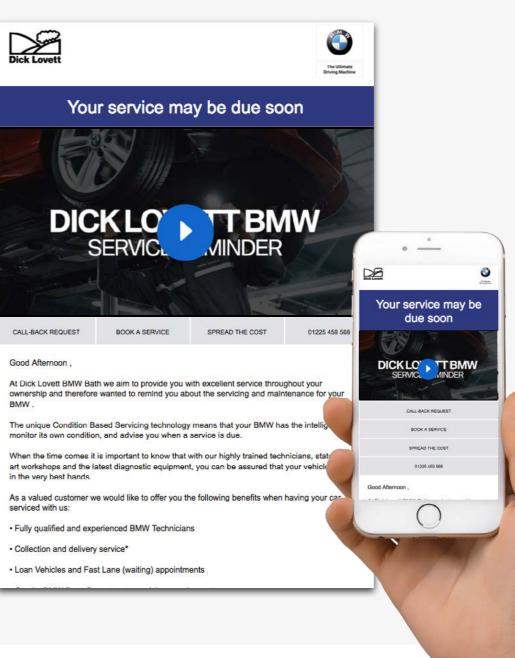
Response Mechanism

Reply Email / WebForm Pull Through/ Click to Call

Criteria for Email / SMS Message

- 60 days before Service Due Date on Kerridge
- Reg date between 0-20 months from the Service Due Date
- Exclude any vehicle where there is a future open WIP
- Exclude "stop e-mail" flags

Contact Code



BMW .

serviced with us:

DICK LOVETT BMW CUSTOMER JOURNEY

SERVICE + 11 MONTHS - SECOND CHANCE

Message

- Generic, all about first service reminder
- Needs to be direct and to the point.

• Customer may have service plan, so must say this will be covered as part of your plan.

Rule

Sent 11 months after Service Due Date in DRIVE - Lapsed Customer

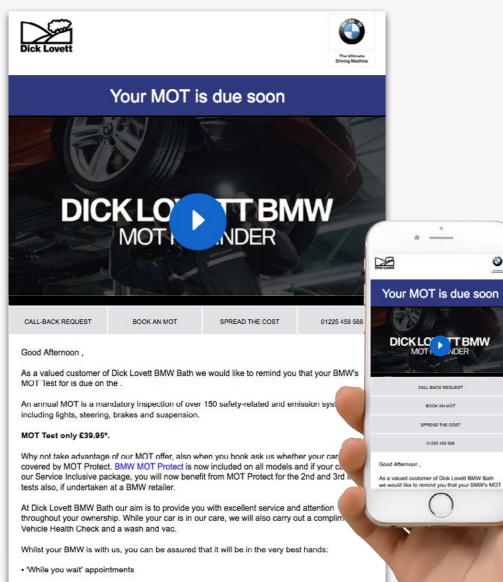
Response Mechanism

Reply Email / WebForm Pull Through/ Click to Call

Criteria for Email / SMS Message

- 60 days before Service Due Date on Kerridge
- Reg date between 0-20 months from the Service Due Date
- Exclude any vehicle where there is a future open WIP
- Exclude "stop e-mail" flags

Contact Code



· A complimentary wash and vac

MOT REMINDER

Message

 Lead with MOT now due. Needs to be direct. MOT Protect Reminder.

• Air Conditioning Service and Brake Fluid Service is also promoted in this message.

Rule

60 Days before Due Date in DRIVE. 30 Day Reminder then sent if no booking has been made and there is no open WIP.

Response Mechanism

Reply Email / WebForm Pull Through/ Click to Call

Criteria for Email / SMS Message

- 60 days before MOT Due Date on Kerridge
- Exclude any vehicle where there is a future open WIP
- Exclude "stop e-mail" flags

Contact Code

CALL-BACK REQUEST

Dick Lovett

Good Afternoon ,

MOT Test only £39.95*.

in the very best hands.



DICK LOVETT BMW CUSTOMER JOURNEY

SERVICE & MOT -30 DAYS.

Message

 Combines the Service Due and MOT Due if they fall within 30 days of each event.

 Message leads with MOT and drives awareness around Brake Fluid and Air Conditioning Service

Rule

60 Days before Due Date in DRIVE. 30 Day Reminder then sent if no booking has been made and there is no open WIP.

Response Mechanism

Reply Email / WebForm Pull Through/ Click to Call

Criteria for Email / SMS Message

- 60 days before MOT Due Date on Kerridge
- Exclude any vehicle where there is a future open WIP
- Exclude "stop e-mail" flags

Contact Code

SPREAD THE COST 01225 459 568

0

The Ultimate Driving Machine

You are a valued customer of Dick Lovett BMW Bath and we just wanted to remind you that you MOT Test and Service for will be due very soon.

Your MOT and service may be due soon

DICK LO T BMW

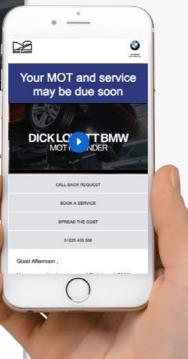
BOOK A SERVICE

Why not take advantage of our MOT offer, also when you book ask us whether your car is covered by MOT Protect. BMW MOT Protect is now included on all models and if your car has our Service Inclusive package, you will now benefit from MOT Protect for the 2nd and 3rd tests also, if undertaken at a BMW retailer.

At Dick Lovett BMW Bath our aim is to provide you with excellent service and attention throughout your ownership. While your car is in our care, we will also carry out a compliment vehicle health check and a wash and vacuum.

When the time comes it is important to know that with our highly trained technicians, state art workshops and the latest diagnostic equipment, you can be assured that your vehicle w

To make a booking, please call our dedicated service team on 01225 459 568, book online, or alternatively request a callback, and a member of our team will call you as soon as possible.





Good Afternoon

We recently advised you about the upcoming MOT on your vehicle . We would like to remind w that the MOT due date is on , and we would like to give you the best opportunity to book your vehicle into our workshops on a date and time to suit you.

An annual MOT is a useful, mandatory inspection of over 150 safety-related and emissic systems, including lights, steering, brakes and suspension. Thanks to BMW's engineering standards, passing should be a formality. However, there's always a chance that something co have been damaged without you realising it.

MOT Test only £39.95*.

Why not take advantage of our MOT offer, also when you book ask us whether your car is covered by MOT Protect. BMW MOT Protect is now included on all models and if your ca our Service Inclusive package, you will now benefit from MOT Protect for the 2nd and 3 tests also, if undertaken at a BMW retailer.

At Dick Lovett BMW Bath our aim is to provide you with excellent service and attention throughout your ownership. While your car is in our care, we will also carry out a complimentary vehicle health check and a wash and vacuum.

As a valued customer of Dick Lovett BMW Bath, we would like to offer you the following

. . . _____ Your MOT is due soon



CALL-BACK REQUEST

BOOK AN MOT SPREAD THE COST 01225 459 568 Good Afternoon

We recently advised you about the upcoming MOT on your vehicle . We would like to remind you that

MOT + 11 MONTHS -SECOND CHANCE

Message

 Lead with MOT now due. Needs to be direct. MOT Protect Reminder.

 Air Conditioning Service and Brake Fluid Service is also promoted in this message.

Rule

Sent 11 months after Service Due Date in DRIVE - Lapsed Customer

Response Mechanism

Reply Email / WebForm Pull Through/ Click to Call

Criteria for Email / SMS Message

60 days before MOT Due Date on Kerridge

• Exclude any vehicle where there is a future open WIP

Exclude "stop e-mail" flags

Contact Code







CALL-DACK REQUEST

Good Afternoon

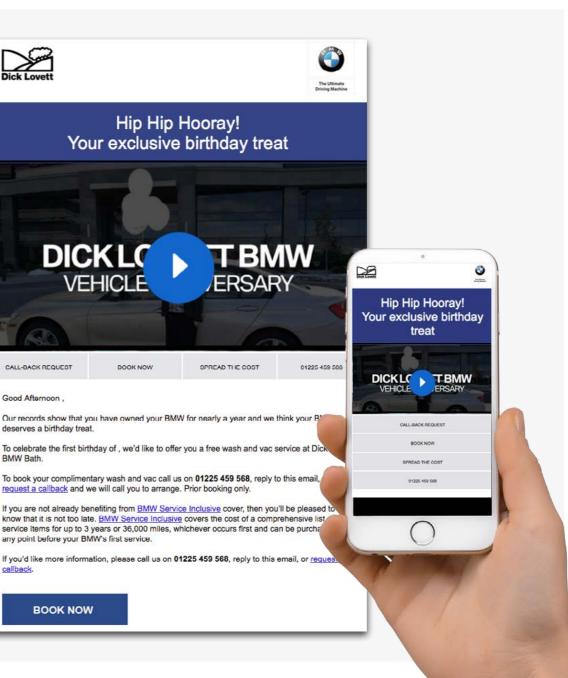
deserves a birthday treat.

BMW Bath.

any point before your BMW's first service.

callback.

BOOK NOW





DICK LOVETT BMW CUSTOMER JOURNEY

VEHICLE ANNIVERSARY.

Message

 Happy Birthday Message to customer from Sales person, SM, ASM and HOB.

• Offers a Complimentary VHC and Wash & Vac

Rule

330 Days after Reg Date

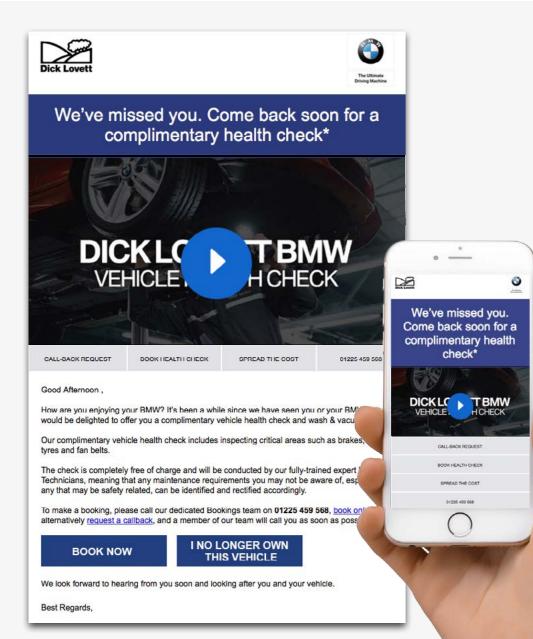
Response Mechanism

Reply Email / WebForm Pull Through/ Click to Call

Criteria for Email / SMS Message

30 Days before Reg Date on DRIVE

Contact Code



VEHICLE HEALTH CHECK.

Message

 Courtesy email to offer complimentary health check and Mini Valet

• How are you enjoying your BMW? We have not seen you for a while, so call in and enjoy some complimentary refreshments.

Rule

14 months post delivery and no workshop visit logged. Designed to improve Active Service Customers and Retention Rate.

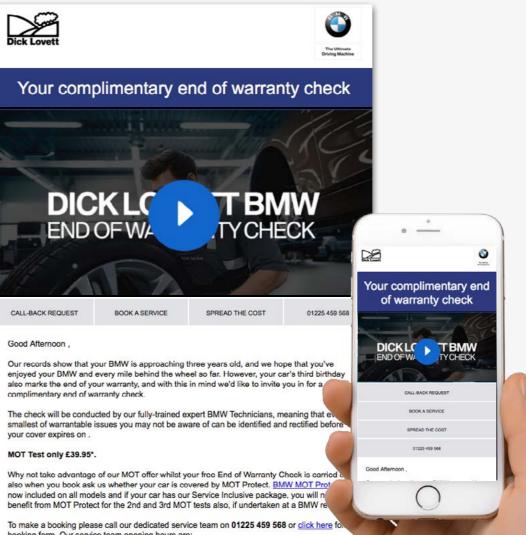
Response Mechanism

Reply Email / WebForm Pull Through/ Click to Call

Criteria for Email / SMS Message

- 14 months after last work date on DRIVE
- Exclude "stop e-mail" flags
- Exclude "stop e-mail" flags

Contact Code



Good Afternoon

booking form. Our service team opening hours are:

END OF WARRANTY CHECK.

Message

- The manufacturer's warranty is coming to an end, and we would like to invite you in for an EOWC.
- Reminder that MOT will shortly be due.

Rule

*New Car Only - 990 days since date of delivery

Response Mechanism

Reply Email / WebForm Pull Through/ Click to Call

Criteria for Email / SMS Message

- Broadcast 35 days before 33rd month
- Exclude "stop e-mail" flags
- Exclude any vehicle where there is a future open WIP

Contact Code



DICK LOVETT BMW CUSTOMER JOURNEY



We are looking forward to seeing you



We are looking forward to seeing you 01225 459 568

. .

. _____

0

The Ultimate Driving Machine



SPREAD THE COST

ACCESSORIES

NEWS AND EVENTS

01225 455 568

These house for shared as Pist 1 and BARAY Balk

Good afternoon



SPREAD THE COST

Thank you for choosing Dick Lovett BMW Bath and we look forward to welcoming you back on the . We hope you are able to keep your appointment but if you do need to reschedule please us know as soon as possible.

NEWS AND EVENTS

ACCESSORIES

Reminder

If you have a courtesy car booked, then please bring your driving photo card licence and/c licence. In addition, please bring a printout of your licence details from www.gov.uk/view-driving licence printed out. This can also be saved as a PDF on your smart phone if you cannot

Spread the Cost

Whether you pay for your service in store or online you can choose from a flexible range of repayment terms such as 0% over 6 months or 12 months. The application process is simple takes around 5 minutes for you to complete, and is carried out online with a decision mad 30 seconds of completion.

LEARN MORE

CALLBACK REQUEST

If you would like to try another BMW model to see how it compares, please contact us in advance of your appointment and we will arrange a test drive for you with a member of our Sales Team.

BOOK A TEST DRIVE

BOOKING APPOINTMENT **REMINDER.**

Message

- Appointment Reminder message broadcast 2 days before appointment.
- Reminds customer of Mobility options and a reminder to bring driving licence.
- Highlights the DIVIDO Offer

Rule

14 months post delivery and no workshop visit logged. Designed to improve Active Service Customers and Retention Rate.

Response Mechanism

Reply Email / WebForm Pull Through/ Click to Call

Criteria for Email / SMS Message

Exclude "stop e-mail" flags

• Exclude any vehicle where there is a future open WIP

Contact Code





SPREAD THE COST

Good afternoon ,

Thank you for choosing Dick Lovett BMW Bath.

the level of service you received.

should you wish to do so.



DICK LOVETT BMW CUSTOMER JOURNEY

POST SERVICE THANKS.

Message

- Thanks the customer for their business
- Link to CSI Survey
- Highlights the DIVIDO Offer

Rule

14 months post delivery and no workshop visit logged. Designed to improve Active Service Customers and Retention Rate.

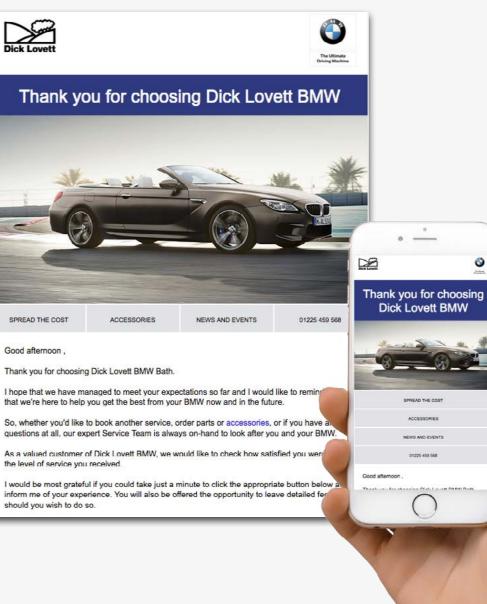
Response Mechanism

Reply Email / WebForm Pull Through/ Click to Call

Criteria for Email / SMS Message

- Exclude "stop e-mail" flags
- Exclude any vehicle where there is a future open WIP

Contact Code





Thank you for your valued feedback

. . o _____



ACCESSORIES

NEWS AND EVENTS

01225 459 568

Good afternoon .

I am delighted to hear that you were completely satisfied with your experience and the I service you received. In the next week or so you may also receive a survey from BMW U. asking you about your experience with us. We'd appreciate it if you could take a few moments answer these questions as your feedback helps us to continually improve the service we offer

In the future, if you know of anyone who might be interested in buying a new or used BN please do let us know as we would be delighted to look after them.

To express our appreciation for your valued feedback, here is a link to a 10% discount vou just for you. You can use this towards a purchase from our full range of BMW Accessorie

Thank you once again and we look forward to being of service to you for what we hope with many years.

Best regards

Good afternoon

Derek Hendy

CSI THANK YOU.

Message

 Thank you message to those that scored 8 or above on the CSI Survey

Introduces 10% Accessory Voucher

Rule

14 months post delivery and no workshop visit logged. Designed to improve Active Service Customers and Retention Rate.

Response Mechanism

Reply Email / WebForm Pull Through/ Click to Call

Criteria for Email / SMS Message

Exclude "stop e-mail" flags

• Exclude any vehicle where there is a future open WIP

Contact Code





CALL BACK REQUEST

Dear,

We have received information via BMW ConnectedDrive Teleservices, informing us that vehicle is due the following maintenance:

BOOK NOW

Your vehicle may require

Registration No: Date of transmission:

These items should be attended to in the near future in order to keep your vehicle in pea condition. In order to have this work carried out, please get in touch as soon as possible.



DICK LOVETT BMW CUSTOMER JOURNEY

TELESERVICE REMINDER.

Message

 Related to the Job Description received in the Teleservices Ticket

Rule

14 months post delivery and no workshop visit logged. Designed to improve Active Service Customers and Retention Rate.

Response Mechanism

Reply Email / WebForm Pull Through/ Click to Call

Criteria for Email / SMS Message

 On receipt of Ticket from Car Connected Drive - Real Time

- Where we are nominated Service Partner
- Exclude "stop e-mail" flags

• Exclude any vehicle where there is a future open WIP

Contact Code

SPREAD THE COST

0

The Ultimate Driving Machine

o _____

Your vehicle may

require

essential maintenance

CALL-BACK REQUEST

BOOK NOW

SPREAD THE COST

01225 450 568

28

01225 450 568

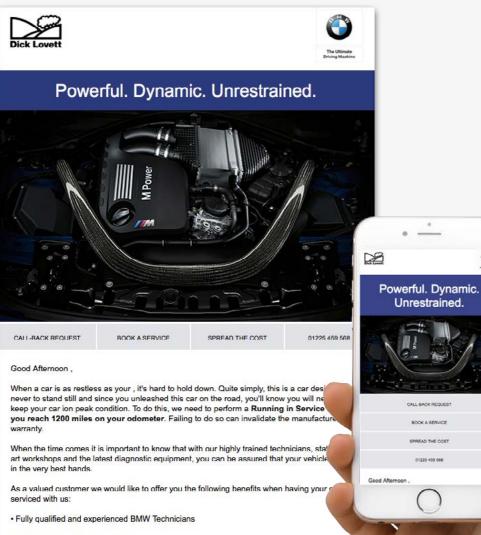
At Dick Lovett BMW Bath, you are welcome to enjoy our BMW Centre while you wait, and even send you a video of your vehicle health check afterwards, so you can see how it we

To make a booking, please call our dedicated service team on 01225 459 568, book online, alternatively request a callback, and a member of our team will call you as soon as possible.





SOCIAL eCRM JOURNEY



- · Collection and delivery service*
- · Loan Vehicles and Fast Lane (waiting) appointments
- On-site BMW Parts Department supplying genuine parts

M CAR RUNNING IN SERVICE.

Message

 Book your M Car Running In Service before you reach 1200 miles.

Rule

Sent 1 Week after Reg Date. To remind customers to book in for 1200 miles running in service

Response Mechanism

Reply Email / WebForm Pull Through/ Click to Call

Criteria for Email / SMS Message

- Sent 1 week after delivery date
- Exclude "stop e-mail" flags

Contact Code

Click below to view our eCRM videos





SOCIAL eCRM JOURNEY

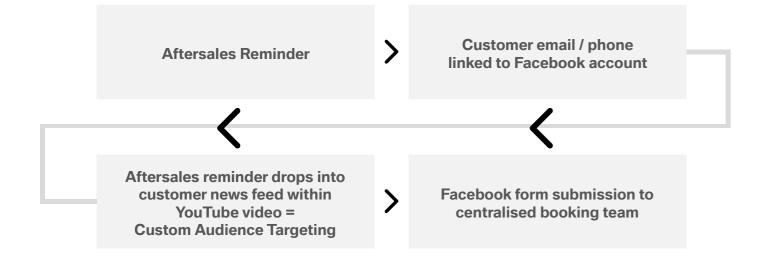


DICK LOVETT BMW CUSTOMER JOURNEY

SOCIAL eCRM JOURNEY

SOCIAL eCRM JOURNEY

Our communications triggered in a personalised way through customer social experience.







DICK LOVETT BMW CUSTOMER JOURNEY

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