

LEXUS
OF
RIVERSIDE

SERVICE RETENTION

ACTION PLAN



THE CHALLENGE

Increasing our daily service appointment rate. It is currently at an average of 55 per day.

Service retention rate is measured by the following service intervals:
5k, 10k, 15k, 20k, 25k, 30k, 35k, 45k, 50k.

OUR GOAL

Our goal is to increase our daily service appointments to an average of 75 per day over the next 4 months.

TIMELINE

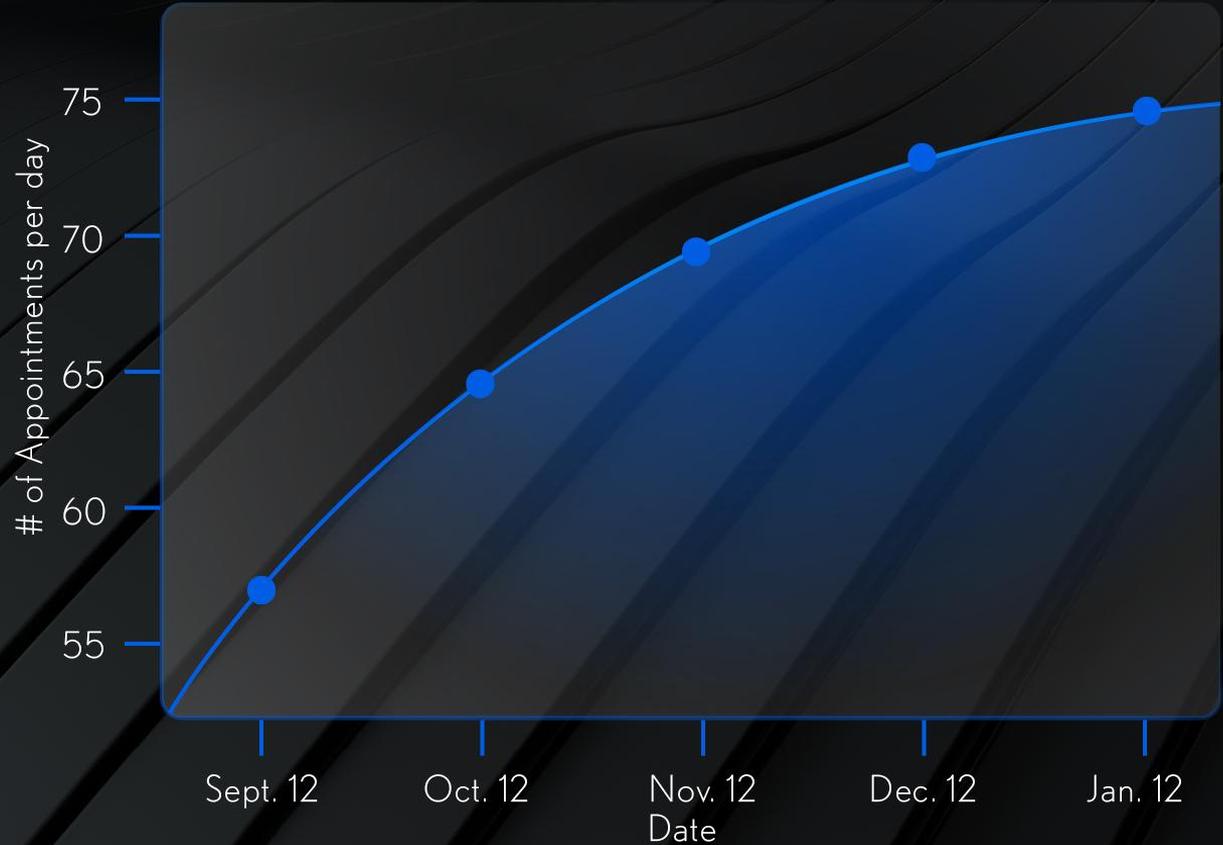
Start Date

Sept. 12, 2022

End Date

Jan. 12, 2022

A planning meeting will be set up prior to campaign start. Monthly meetings will be held to review campaign performance and creative refreshed for the following month.



POTENTIAL OBSTACLES

The goal is a part of Lexus of Riverside's vision to create and maintain long lasting relationships with customers.

Major benefits of reaching our goal include an increase in service department gross profit and the service retention rate, as well as new leads for vehicle sales.

In an effort to combat these obstacles, we will retain the services of a third party vendor that will connect with our service customer database via Call Drops and Text Messages to set appointments and alleviate the potential increase in call volume to our service BDC department.

Potentially, we estimate that the additional 20 daily service appointments will result in an additional \$156,000 gross profit.

CP RO average

$\$300 \times 20 \text{ extra appointments} = \$6,000$

$\$6,000 \times 26 \text{ working days} = \$156,000$



DETAILED ACTION PLAN

SPECIFIC ACTION	NECESSARY RESOURCES	ACCOUNTABLE PERSONS	EXPECTED RESULT	CHECKPOINT DATES
Retain third party vendor services	Call Drop, Text Message Campaign	Service Director	Increase in customer engagement	9/12 and moving forward
Send first weekly service email campaign targeting customers with no service in 12 months	CRM campaign setup and execution	Marketing Agency, Service BDC	Increase in appointments set for customers with no service in last 12 mo.	9/12 and moving forward
Monthly tracking of campaign results	CRM email reporting	Marketing Agency	Increase in customer retention and CP	9/12 and moving forward
Update email service offers monthly	HTML code update, CRM email template setup	Marketing Agency, Service Manager	Consistent email engagement and click-through rates	9/12 and moving forward

SERVICE

BY LEXUS

UNRIVALED CARE.
UNPARALLELED EXPERTISE.



NON-SYNTHETIC OIL CHANGE SERVICE

Includes: Up to 6 quarts of oil and filter with complimentary inspection

\$89.95 +tax

SCHEDULE SERVICE

Valid only at Lexus of Riverside. No cash value. Cannot be combined with any other offers. Must be presented at the time of write-up, one coupon per customer, per visit, no further discounts apply. Cannot be used towards previous purchases. V8 models extra. See dealer for details. Expires 2.5.22



Brake Fluid Exchange Service

Originally \$249.95

\$50 OFF

By continuing to follow protocol, third party services and updating website creative on service specials page, we will be able to ensure a consistent increase in appointments and revenue.