



“WATER RETENTION”



TOTAL SALES: \$106,945

TOTAL COST: \$1,473

Tired of Manufacturer Programs that come with a fat price tag and often yield disappointing results, the Service Director at Casa took it upon himself to implement this discount program designed to increase retention and boost customer pay labor and parts sales. Whenever the porter delivers the customer's vehicle after service has been performed, the porter places in the cup holder a cold bottle of water wrapped with this custom label. The label includes our company logo, our mission statement, and a 10% discount offer. Each bottle (including the label) costs us 14 cents. From January this year through July, the average monthly cost (bottle+discounts) has been \$210.45. The total CP parts and labor sales have been \$106,964.45. The average RO without the coupon is \$158. The average RO with the coupon (after 10% discount applied) is \$170.47. We are seeing 65-80 coupons returned each month. So not only are customers coming back to our service drive to use their coupon, they are spending more money here each visit because of the perceived value in the discount they receive. In addition to the coupon benefit, each customer is driving away in the 100 degree West Texas heat with a cold bottle of water to enjoy—a nice value-add for the customer experience. It's a simple program that doesn't cost much, and it works!

Get some water retention workin' at your store today!