



eOnWard **CASE STUDY**

INCREASING
DEALERSHIP
REPAIR ORDERS
AND REVENUE



eOnWard

DataOne helps eOnWard increase dealership's service appointments up to 30% by sending the right message at the right time.

When it comes to securing steady and consistent profit, the Fixed Ops department is a dealership's best bet. So it's no surprise that most dealerships are increasing the time and money they spend marketing service opportunities to their customers. Email has proved to be the most efficient marketing channel for these efforts. However, the numbers reveal cringe-worthy results, with most service email offers sent to existing customers only having a 10-15% open rate. The fact is, most messages aren't relevant to the customer, whether because they are not timed to the lifecycle of the vehicle or don't take into account the vehicle's unique maintenance schedule.

Backed by VIN and maintenance data from DataOne, eOnWard has created a solution for this issue. Their MyAutoCloud product suite delivers driver- and vehicle-specific messaging with an impressive email open rate of 40%, and an outstanding conversion rate that drives a 20-30% increase in service repair orders (RO).

The right message at the right time

eOnWard Co-Founder Matt Ward, an industry veteran with over 20-years under his belt, knew the industry had been hammered with the "right message at the right time" buzz phrase on the vehicle sales side of the dealership. Yet, service department statistics made it clear that the right customers were not receiving the right message at the right time. He knew a key to better results lay in decoding VINs and predicting driver habits based on OEM compliant maintenance schedules. After researching a number of data providers, Matt turned to DataOne.

"With DataOne's help, we're increasing customer engagement and lowering defection rates across the board."

Matt Ward,
Co-Founder, eOnWard

"There were only a few providers in the space that had OEM compliant maintenance schedule information, and DataOne's VIN decoding and maintenance schedule data was the most accurate and robust" said Matt. "We can focus on a much timelier and precise message with DataOne than we would otherwise, and this directly results in higher open rates and conversions to ROs."

DataOne's accurate VIN decoding and maintenance schedules help MyAutoCloud's automated communication engine, AutoPredict™, account for unique driving habits and a wide range of vehicle specific OEM service intervals ranging from 3,000 – 15,000 miles. The result is a message that is immediately valid and actionable to the customer.

Open rates of up to 40 percent

With DataOne's help, MyAutoCloud increased open rates from an average of 10 to 15% up to a whopping 40%. "We use DataOne to decode each VIN, combine it with their highly accurate and OEM compliant maintenance information and use our own predictive model to estimate how many miles each individual drives per day," said Matt. "The result is a service message specific to each individual VIN and the driver's own habits, which is increasing open rates across the board."

90 more service appointments per week

MyAutoCloud's timely and vehicle specific messaging is helping their dealers gain an average of 90 additional service appointments per week. The secret lies in identifying why and when customers are defecting, and then crafting messages that increase a dealer's odds of retaining and acquiring new service customers. This process requires tremendously accurate VIN decoding and solid maintenance schedule data to drive effective communications. As Matt stated, "The accurate and timely data we receive from DataOne helps us automate the heavy lifting and focus on our customer needs rather than playing catch up with data and accuracy."

In fact, MyAutoCloud has become so successful at predicting the right message for service customers; the company now offers a comprehensive "Dealer Health Report" to help dealerships assess their own communications and process breakdowns that have a direct impact on retention.

"With DataOne's help, we're increasing customer engagement and lowering defection rates across the board," said Matt. Using DataOne's data, MyAutoCloud is delivering the "The Right Message at the Right Time!" resulting in a significant increase in revenue and profit for their dealer customers.



ABOUT eOnWard | www.myautocloud.com

MyAutoCloud is a defection management suite with products AutoPredict™, Connect2it™, @cquire™, ROI Engine™, Dealer Health Report and "New" Brake & Tire Sniper™ (Predictive Brake & Tire replacement engine) - all of which are designed to efficiently manage the relationship and communication between a dealership and its customers. The MyAutoCloud Mobile app provides consumers with the means to manage vehicle's maintenance, insurance, extended warranty and roadside assistance while keeping the dealership front of mind. With eOnWard's suite of products - communicating with your customers and seeing tangible results has never been easier.

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