



ONECOMMAND®

TAKE COMMAND OF YOUR CUSTOMERS' EXPERIENCE

SALESFINDER

EQUITY SCORING

Communicate with Customers in a Favorable Equity Position

What is OneCommand's Equity Scoring?

Equity Scoring is OneCommand's advanced data mining solution that is designed to help your dealership determine which of your customers are in a favorable equity position and most likely to purchase a new vehicle.

Additionally, Equity Scoring is a practical solution to build your pre-owned inventory by notifying existing customers of their equity position and offering them the ability to get into a new vehicle right away.

How Does Equity Scoring Work?

Equity Scoring is a turn-key solution that complements your OneCommand Customer Marketing & Loyalty Automation Platform™.

Enroll today to get started immediately!

- 1. Pull Data from Your DMS:** Integrating directly with your database and incorporating Black Book values, Equity Scoring determines which customers are in an equity position. Data may be further sorted by year, make, model, as well as additional criteria.
- 2. Send Campaign Message:** Equity Scoring works with OneCommand's Customer Marketing & Loyalty Automation Platform™ to communicate automated email messages with customers who are in a favorable equity position.
- 3. Get Results:** Equity Scoring campaigns will increase showroom traffic by creating customer awareness about the trade-in value of their vehicle.

What can I expect from Equity Scoring?

Equity Scoring is a proven solution that works. Our program will increase your customer satisfaction, retention rates, and vehicle sales. With Equity Scoring, you can more effectively communicate with your existing customers while driving more traffic to your showroom. **Why wait?**

Sign up for Equity Scoring today!



BENEFITS OF EQUITY SCORING

Improve Customer Lifetime Retention

Customers who purchase more than one vehicle from your dealership are more loyal and visit more often for service.

Increase Owner Loyalty & Satisfaction

Enhance your customer's loyalty and satisfaction by offering them a value-added service. Provide them the opportunity to upgrade their vehicle.

Increase Closing Ratios

Increase your dealership's closing ratios by focusing on your best prospects, customers in your database. Relationship-based sales close more frequently and with greater customer satisfaction.

Reduce Marketing Expenses

Target existing customers within your own database and reduce the cost of customer acquisition.

Connect with us on:



www.onecommand.com • Toll Free 877-99-COMMAND • sales@onecommand.com

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