

Once you've completed step 3 on the handout, select the '**Add**' button.

Then hit '**Back.**'

You'll see your vehicle list.
Tap the vehicle listed. You're in.

Do not logout. Please stay logged in throughout the presentation.

 **train.**

 **discover.**

 **network.**



Dean Harrison
President

**Industry
Summit**
INVEST IN SUCCESS

Dealer Apps Are the New Customer Loyalty



What we're talking about today

The problem of defining loyalty.

The real reasons we're talking about apps.

Apps' value proposition for your dealership.

A winning sales-service-sales cycle.

How current apps fall short of driving loyalty.

Our solution and how it impacts F&I.

A demonstration of our solution.



The Problem(s)



The Problem(s)

Defining Loyalty

Manufacturer Loyalty

VS

Dealership Loyalty



The Problem(s)

Defining Loyalty

Manufacturer Loyalty

VS

Dealership Loyalty

VS

Everyone Else's Loyalty





Why are we even talking about apps?



Why are we even talking about apps?

Millennials

- 75.4 Million Millennials
- They want ease
- They don't like being marketed to
- They want to feel like VIP



Why are we even talking about apps?

Retention

- A customer is 25x more likely to buy from the dealership that services their car.
- By 2020, customers will manage 85% of their interaction with the enterprise without interacting with a human
- **86 percent of all automotive leads bought a car from the first dealership to contact them!**



The Value Proposition



Sales-Service-Sales





One-Time Use Apps

fill a short-term need/want

content loses relevancy due to circumstance

broadcast messaging becomes white noise

communicate too frequently

- have to get the most out of customer while they can -

are deleted with a high-frequency



Long-Life Apps

*provide a valuable, on-going service
deliver relevant content
messages are personalized and welcomed
communicate 'just enough'*



Long-Life Apps

good for customer retention and branding

One-Time Use Apps

good for selling cars, filing claims and data mining



Value for customer

Value for dealership

Value for F&I





Patent Pending





Good for customers

“The guardian angel app”

**repository for all documents*

**easy to file claim*

**easy to call/email dealership*

**roadside assistance at touch of button*



*Here's where every
other app in the
industry stops.*



*Here's where
Maximus Auto Group goes further.*

More policies, more profits.





Push Notifications

the engine behind the Sales-Service-Sales model



**But how does this
make F&I money?**



How does this impact F&I?

Low Cost Ad-Ons

1 Year Windshield Repair

Upgrade to 5-year Windshield Repair/Replace or Bundle

1 Year Tire Only

Upgrade to 5-year T/W or Bundle



Dealer Sales Volume: 200/month

Tire Only Ad On

25% to Ultimate Protection Plan (\$12 added payment)

10% to Tire & Wheel Protection (\$7 added payment)

100% customers with MyCar Mobile

Net Dealer Profit \$396,600



Dealer Sales Volume: 200/month

Tire Only Ad On – 5 Years Later

12,000 customers have MyCar Mobile on their phone

2,400 customers looking for a new car

Five Year Net Dealer

Profit \$1,983,000



Dealer Sales Volume: 200/month

Quick Glass Ad On

25% to Maximum Protection Plan (\$11 in payment)

10% to Max Windshield Protection (\$6 in payment)

100% customers with MyCar Mobile

Net Dealer Profit \$351,000



Dealer Sales Volume: 200/month

Quick Glass Ad On – 5 Years Later

12,000 customers have MyCar Mobile on their phone

2,400 customers looking for a new car

Five Year Net Dealer

Profit \$1,755,000



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Push Demonstration and Questions

