

Mercedes-Benz of Temecula sent 1 text offering mobile service. They booked the entire month.

63% of customers hadn't been back in over a year.*

Amir Alahwal, Director of CX at Unstoppable Automotive Group, did something different. He went beyond the textbook “free oil service” – **he offered convenience in the form of mobile service.**

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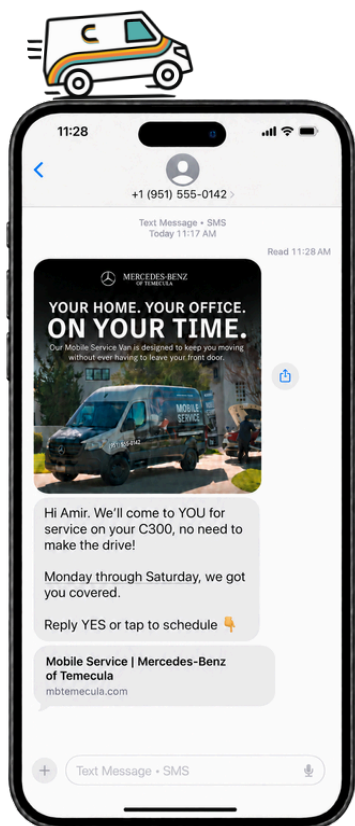
TEXT

1

MONTH
BOOKED

63%

WERE LOST
CUSTOMERS



The Strategy

- Picked mobile-friendly services to target.
- Personalized texts through their existing messaging platform.
- Included their Curbee Self-Service-Scheduling link to make booking a breeze.

The Offer

They focused on convenience, not just the discount.
“We come to you.”

Why It Worked

Mercedes-Benz of Temecula's “lost” customers had seen every coupon. Price was never why they left. The inconvenience was.

Results

When they analyzed the mobile service appointments, **63% were customers who hadn't been back in over a year.** Retention bonuses go up – so do OEM loyalty bonuses.

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“You can offer a customer a \$50 oil change to come in the dealership,” Amir said. “If they still don't want to drive to a dealership and wait all day, it's not going to solve your problem.”



RUN THIS AT YOUR DEALERSHIP IN 4 STEPS

01

Pull the list.

Customers 12+ months or more out of service. Your OEM sends you a list.

02

Keep the offer simple.

Focus on convenience, not just the discount (never hurts to do both)!

03

Use tools you already have.

No new tools necessary. Curbee will help you use what you already have.

04

Check who came back.

Scrub that list against your “lost customers” list.

*Source: Mercedes-Benz After-Sales Loyalty list in Curbee.