



INTRODUCING ServiceEngage



Give your service drive the edge it needs by connecting with local customers.

Add ServiceEngage™ to:

- ✓ Improve the visibility of your service center
- ✓ Attract new customers online
- ✓ Ensure former sales customers return to your service lane

Did You Know?

Franchise dealers lose almost **80%** of their car-buying customers on the service side.

Customer Connect

Light up your Service Center page on DealerRater to engage visitors with special service offers and coupons, service appointment scheduling, an exclusive ad placement and more.

Service Review Capture & Showcase

Capture more service reviews with customized RO stickers and service reminder window clings. And once you get the reviews, display them proudly on your website and Facebook with our service-specific testimonial feeds.

Targeted Campaigns

Reconnect with your satisfied car buyers by sharing a special offer and a reminder to visit your service lane— and leverage our automated recall notifications to connect with new service customers.



POWERFUL FEATURES AND BENEFITS



CUSTOMER CONNECT FEATURES

Attract and connect to local customers with an enhanced Service Center page on DealerRater with various customer-focused features.

Service Appointment Requests	Capture service appointment requests from in-market customers.
Special Offers and Coupons	Highlight current promotions or special offers for in-market customers to print and redeem at your service center.
Service and Parts Employees Listing	Promote your excellent service and parts employees to create a personal connection with potential customers.
"Why Service Here" Ad	Showcase your essential "why service here" message with an exclusive advertising space.



SERVICE REVIEW CAPTURE AND SHOWCASE FEATURES

Service-specific point-of-sale tools	Improve your service review solicitation process and get more reviews using point-of-sale collateral such as repair order stickers and service reminder window clings.
Service review testimonial feed	Showcase your positive service reviews to prospective customers on your dealer website and Facebook fan page.



TARGETED CAMPAIGN FEATURES

Strengthen customer retention with targeted email campaigns and advertising on automated recall notifications.

Recall notification ads	Advertise your service center on automated recall alerts to consumers that sign up for recall notifications on your service center page.
Automated customer email campaigns	Reconnect with sales customers who have provided a DealerRater review of your dealership with automated email campaigns promoting your service drive.

Start engaging online with prospects that are searching for a great local service center... and make it easy for consumers to connect with your dealership.

Get Started with ServiceEngage™ today!

DealerRater.com/CDP ☎ 800.266.9455