

What is Customer\$avers?

Customer\$avers is the premier customer retention program in the automotive industry. Through our exclusive relationships and innovative technology we are able to notify the dealer when one of the dealer's previous customers has their credit report pulled by a bank, finance company, credit union, or car dealer in connection with an auto loan or lease.

Additionally, as a direct lender we are able to extend a firm offer of credit to that customer on the dealer's behalf.

Our in-house call center will also contact the customer to set up an appointment with the dealer.



How does Customer\$avers Work?

Step One

We upload the dealer's database of previous sales and service clients for three, five, up to seven years.



Step Two

The dealer is notified right away (within **24** hours) any time one of its **previous** customer's credit report is accessed in connection with an auto loan or lease by a bank, finance company, credit union, or car dealer.

Notification is done via any of the following:

- Fax
- E-mail
- Link Tracker (Full Information Access)
- Text message to sales manager cell phone



Step Three

Our call center will contact customers to set up an appointment with the dealer (dealer optional).



Find out more by calling (800) 495-5557

Customer\$avers

Customer\$avers

Call today, **(800) 495-5557** and speak with one of our knowledgeable representatives on how our program can help retain and increase customer base and raise your profit margin.



www.customersavers.com



Call today **(800) 495-5557**

The Ultimate In Customer Retention

Database Direct

Sales Mailer

We recommend mailing a direct sales mailer to each customer in your database four times a year, or once a quarter.

- Ensure complete efficiency by dissecting your database into thirds
- Mail to one third of the total database each month
- This allows you to have a direct sales mailer in front of each customer once a quarter.
- Ensures that the message stays fresh, effective, and not bothersome.

We offer an extensive variety of database sales mailer and are always analyzing results and trends to create the newest and most innovative mailers in the industry.

The Database Direct Sales mailer is the perfect complement to **Customer\$avers** to maximize sales and ensure customer retention!

