

## Upton Tire Pros Grows Service Revenue and Repeat Business with DriverSide Full-Service Garage Program

### Background

Mike Upton, owner of Upton Tire Pros, wanted to increase the revenue and vehicle car counts at his four stores, throughout Mississippi, in addition to building loyalty and acquiring new customers.

### Upton Tire Pros Business Goals



- ✓ Profitably grow the business
- ✓ Increase number of new vehicles serviced
- ✓ Recover lost and inactive customers
- ✓ Improve ROI from marketing efforts

### Action Plan

Upton Tire Pros integrated the DriverSide Full-Service Garage into the Upton Tire Pros website and customer email collection program. Upton's customers received a complimentary, personalized Online Garage with access to their specific vehicle information including service history, maintenance requirements and valuable ownership tools. Customers also received personalized service reminder emails, with coupons and special offers, as well as a monthly newsletter with original editorial content.



*"The results we've gotten from the DriverSide Full-Service Garage program have been outstanding. DriverSide takes Upton's belief in great customer service to a whole new level, and we've seen the results from this in repeat business as well as new customers at all four locations. The benefit to our bottom line has really exceeded our expectations.*

- Mike Upton, Owner, Upton Tire Pros

### Business Results

Within three months of launching the DriverSide Full-Service Garage program, Upton Tire Pros saw the following results:

- ✓ **New Vehicles:** Generated 206 service transaction from new vehicles (no previous transaction history), contributing over \$54,500 in revenue.
- ✓ **Lost Customers:** Generated 113 transactions from lost customers (no sales in the previous 12 months), representing \$24,900 in found revenue.
- ✓ **Revenue:** Realized over \$231,000 in revenue within 77 days, from active garage consumers averaging \$179 in revenue per service transaction.
- ✓ **ROI:** Generated \$52 in incremental revenue for every \$1 spent on the DriverSide program, with 34% of revenue coming from previously lost customers and new vehicles serviced.
- ✓ **Emails:** Collected over 9,100 customer email addresses from DriverSide's eMatch service and in-store email collection program.
- ✓ **Customer Contact:** Increased customer contact and engagement through automated email service reminders, alerts and monthly newsletters reaching over 17,000 unique vehicles.

To start getting outstanding results for your business, contact us today.

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