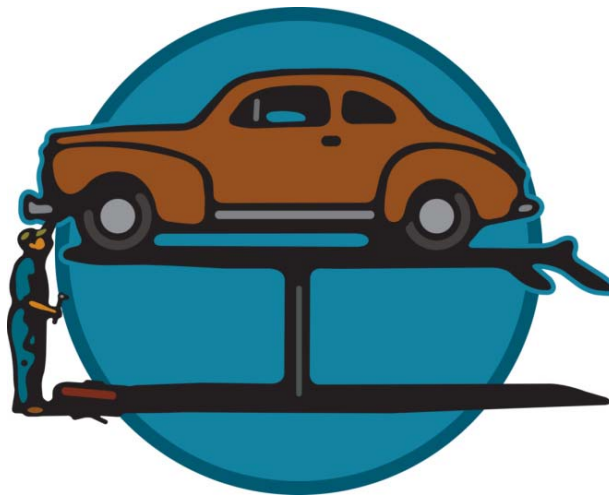


# OPEN-LINE

**Customer Experience Improvement Tool™**



Overview for Automotive

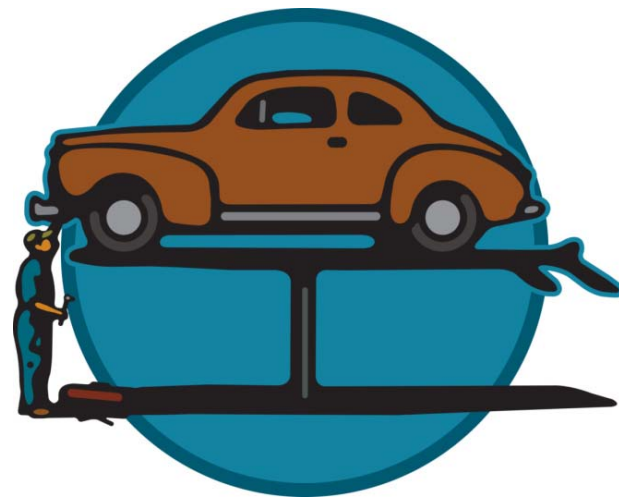


Version 1.5.3

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# You're Tasked With...

Building a memorable customer experience ...  
one that builds loyalty, repeat business, and  
positive word-of-mouth referrals for your  
service center and for your dealership in  
general.



# But You're Faced With ...

How do I find my customers' unreported problems ... while I still have a chance to do something about them?

How do I make sure those problems are solved to each customer's satisfaction?

How do I stay in front of my customers in an unimposing and helpful way?

How do I collect and profitably use positive feedback and suggestions from my customers?

How do I monitor – never mind improve – the experiences my customers have with my service center?

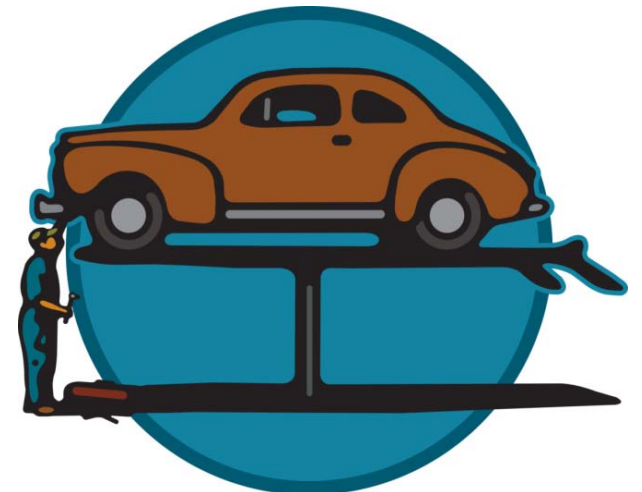
How do I do all this effectively – given limited resources – for all my customers?

# And You Know...



*It can cost much more to replace a customer than to keep that customer satisfied . . . perhaps five times as much or more.*

*One dissatisfied customer can discourage many prospective, as well as current, customers . . . perhaps hundreds on social networks.*



# OPEN-LINE Can Help You!

- OPEN-LINE is a cost-effective, easy-to-use online tool that provides efficient and effective two-way communication between your service center and your customers.
- OPEN-LINE allows your customers to tell you first-hand about their experiences with your service center.
- It gives you a window into their experiences, with the tools to manage their feedback and strengthen your relationships with them.
- It shows your customers that you care about and value them.
- Based on a patented concept,<sup>1</sup> OPEN-LINE uses simple yet sophisticated behavioral theories to monitor and improve the experiences your customers have with your service center.

<sup>1</sup> US Patent 7698162

# How Does It Look to Your Customers?

- 1 The process starts when OPEN-LINE sends email check-ins to your customers.

From: Our Dealership  
To: customer@acme.com  
Cc:  
Subject: Open-Line Check-in from Our Dealership

Dear Service Center customer:

Greetings from all of us at Our Dealership and thank you for bringing your automotive needs to us!  
We want to make sure you had --and continue to have -- a positive experience our service and products.

Was everything to your satisfaction? Please click on the link below to let us know about any problems you may have concerning your experiences with Our Dealership. Or, if you wish, let us hear your suggestions or compliments. It only takes a few minutes ... and we're listening!

{URL}

If you do not visit this link we will assume you are satisfied at this time. (Feel free to use this link at any time to let us know what we're doing wrong ... or right.)

We appreciate your business and look forward to keeping your car in tip-top shape and ready for the road!

All the Best,

Our Dealership

We use these email check-ins as a communication tool between yourself and us. However, you may decline to participate by clicking on the link above and using the Opt-Out feature at the bottom of that page.

- 3 Customers enter their feedback in their own words.

Your Logo Goes Here

OPEN-LINE  
Customer Experience Improvement Tool™

😊

Please Verify Your Contact Information

**Demo Customer**  
Company: Demo Company Name  
Email: democustomer@ibrc.com  
Phone: 800-555-1212

Please Provide Some Details

Your Experience with: Choose One...  
About That Experience: Choose One...  
\* Indicates a required field.

Please Tell Us What's On Your Mind:

Submit

Opt-Out | Privacy Policy

US Patent 7698162 | Powered by IBRC, Inc.

- 2 Customers simply click on the personalized links provided in the emails to access OPEN-LINE.

Your Logo Goes Here

OPEN-LINE  
Customer Experience Improvement Tool™

Tell Us about Your Experience

☹️ I have a [Problem or an Issue](#).

😊 I have a [Compliment](#).

💡 I have an [Idea or a Suggestion](#).

Opt-Out | Privacy Policy

US Patent 7698162 | Powered by IBRC, Inc.

- 4 OPEN-LINE thanks them and lets them know what to expect next.

Your Logo Goes Here

OPEN-LINE  
Customer Experience Improvement Tool™

Thank You

Thank you very much for taking the time to share your feedback with us!  
You will be receiving an email confirmation from Open-Line shortly.

# How Does It Look and Work for You?

OPEN-LINE provides a macro view of your customers' experiences ...

The OPEN-LINE console lets you view all feedback (organized as "tickets") submitted by customers. You watch in real-time as the feedback comes in and is handled by you or by whomever you designate.

... as well as a micro tool.

The console provides access to the details of each submission, tracking status and customer experience on a one-by-one basis.

The screenshot shows the OPEN-LINE macro view interface. At the top, there is a header with "Your Logo Goes Here" and the OPEN-LINE logo. Below the header is a navigation bar with tabs: Tickets, Customers, Reports, Preferences, and a Logout button. The main content area is titled "Ticket Summary View" and includes a "Show / Hide Advanced Search Options" link. Below this is a table of tickets with columns: Type, Ticket ID, Created, Status, Customer Emailed, Your Experience With, About That Experience, Customer Name, and Issue. The table contains six rows of ticket data.

Type	Ticket ID	Created	Status	Customer Emailed	Your Experience With	About That Experience	Customer Name	Issue
✓	7314	9-09-11 10:16 AM	Acknowledged		Waiting Area/Facility	Quality	Robyn White	I really like your redesigned waiting area. Having free wireless internet service is great!
✗	7313	9-09-11 10:16 AM	Solved		Financing	Timeliness	Marcy Wiatt	I found the car I liked and bought it, but the whole thing with the finance guy was way too long. It took me 4 hours to get out of there once we made the deal. You guys took a "feel good" situation and made it go bad. I couldn't wait to get out of there.
✓	7312	9-09-11 10:15 AM	Acknowledged	9-09-11 3:39 PM	Shuttle Service/Loaner	Staff	Diane Welch	Last time I was in, Anthony took me over to the light-rail station so I could get to my office. He even picked me up when I got back. First class all the way. You guys rock!
✗	7311	9-09-11 10:15 AM	Solved	9-09-11 3:38 PM	Service	Staff	Elaine Webber	I have to tell you, the service advisor Scott is a problem! I brought my car in for an oil change and told him I would wait. It took over 2.5 hours! I found out that it was done in an hour, but that Bill went to lunch and never told anyone. No one knew what was going on. It was like you guys lost my car. I'm telling everyone I know to never come here for service.
✓	7310	9-09-11 10:14 AM	Acknowledged		Parts Department	Staff	Margot Warren	Called parts to get another key fob, they ordered it, and they called me when it was in. That's just the way it supposed to work. Good job!
✗	7309	9-09-11 10:14 AM	Solved		Service	Timeliness	Diane Weinstock	I recently had a service appointment for 9:00 AM to have my brakes replaced. I arrived right on time, but it was 15 minutes before anyone even talked to me. I'm not coming back ever again.

The screenshot shows the OPEN-LINE micro view interface for ticket 7311. At the top, there is a header with "Your Logo Goes Here" and the OPEN-LINE logo. Below the header is a navigation bar with tabs: Tickets, Accounts, Customers, Reports, Preferences, and Support. The main content area is titled "Ticket Update" and includes a "History" link. Below this is a form for updating the ticket. The form includes fields for Name, Account, Your Experience with, Created Date, Email, Group, About That Experience, Due Date, and Phone. It also has a section for "Most Recent Customer Text" and a "Ticket Update" section with a text area for "Enter Update Text" and a "Status" dropdown menu. There are checkboxes for "Check to send email to customer with this update" and "Check box to notify Problem Solver of the assigned ticket". A "Save" button is at the bottom.

Ticket Number: 7311 Current Status: Solved Issue Type: Problem

Name: Elaine Webber	Account: Western Region	Your Experience with: Service	Created Date: 09-09-2011 10:15 AM
Email: auto_demo1@libra.com	Group: Acme Motors	About That Experience: Staff	Due Date:
Phone: 800.555.0624	Display Name: Acme Motors		

Most Recent Customer Text

I have to tell you, the service advisor Scott is a problem! I brought my car in for an oil change and told him I would wait. It took over 2.5 hours! I found out that it was done in an hour, but that Bill went to lunch and never told anyone. No one knew what was going on. It was like you guys lost my car. I'm telling everyone I know to never come here for service.

Modified Date: 09-09-2011 3:40 PM

Ticket Update

Enter Update Text:

Status: Solved

Due Date:

Your Experience with: Service

About That Experience: Staff

Assigned To: Auto Demo

☐ Check to send email to customer with this update

☐ Check box to notify Problem Solver of the assigned ticket

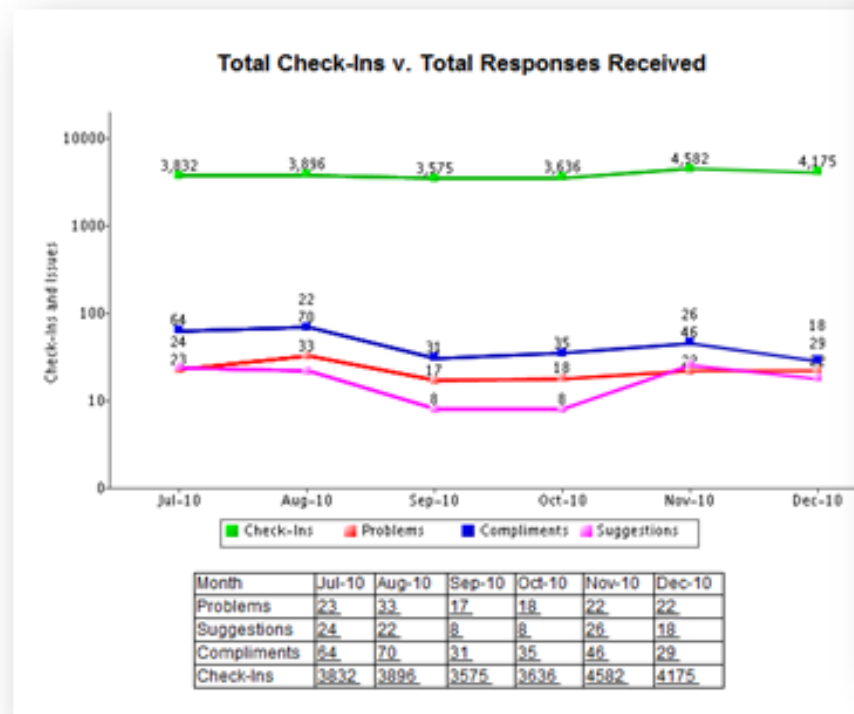
Save



# Analytical Tools Are at Your Fingertips

OPEN-LINE reporting lets you assess the customer experience within – or across all – your customers and customer groups, with:

- A library of real-time, on-line reports featuring full, drill-down functionality
- Ad hoc report capabilities
- Data export options





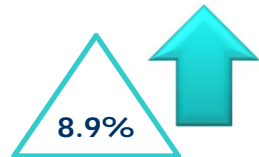
# How Effective Is OPEN-LINE?

A benchmarking study conducted between April, 2010, and January, 2011, reveals that OPEN-LINE significantly and positively impacts customers' service ratings, likelihood to repeat, and likelihood to recommend in a cost-efficient manner.



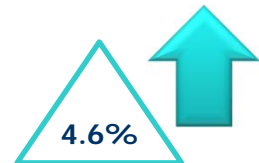
Likelihood to Repeat

The percentage of customers selecting the highest rating (Definitely Would) was 9.6 percentage points higher for OPEN-LINE users as compared to non-users.



Service Rating

The percentage of customers selecting the highest rating (Excellent) was 8.9 percentage points higher for OPEN-LINE users as compared to non-users.



Likelihood to Recommend

The percentage of customers selecting the highest rating (Extremely Likely) was 4.6 percentage points higher for OPEN-LINE users as compared to non-users.

# **Fits Your Budget!**

Although OPEN-LINE incorporates leading-edge technologies, is customizable to your service center's requirements, and represents significant value ... it is refreshingly affordable.

OPEN-LINE is priced on an annual subscription basis, with modest, one-time set-up fees, if applicable. The cost for OPEN-LINE depends on the configuration you choose for your service center and its various departments.

Factors that impact cost include:

- The number of customers you put on OPEN-LINE
- The number of staff you want to have access to it
- The features and functionality you choose

Subscriptions can be **as low as \$1 per customer for an entire year.**

# To Learn More About

Call or email me and let's discuss your service center's particular needs and how OPEN-LINE can help you build stronger relationships with your customers.

Eileen FitzGerald  
OPEN-LINE for Automotive  
310.333.2497  
support@ibrc.com

For more information about OPEN-LINE, visit us at  
[www.ibrc.com/openlineforautomotive](http://www.ibrc.com/openlineforautomotive)

