



Peter Stevens
MOTORWORLD BALLARAT

Ms Annette James
Reynolds & Reynolds
547 Blackburn Road
MOUNT WAVERLEY VIC 3149

Dear Annette,

As we have now been working with Reynolds Total Dealership Marketing (Direct Marketing) for twelve months now I would like to comment on the services supplied by both yourself and your team.

I am sure you know that my company sets very high standards of customer service and our expectations of our suppliers in terms of their service is just as high. I also know that we have been demanding in our pursuit of excellence and in having Reynolds tailor its services to suit our needs.

To date your team have been exceptional in terms of delivery of services required. The ability to be flexible and react in a timely manner is key in the automotive industry, full points to Kirsty and her team on this score too.

Of course delivering a service is one thing the real test however is does it pay for itself - is there a return on investment? I am happy to report to you that since implementing your service systems gross profits are up 17%. This of course is more than enough to cover the incremental cost associated with running your services.

There are also less tangible benefits such as CSI (customer service index) and service retention. We are now in the top five for service CSI and our retention levels are among the best reported for our franchises.

I am sure there are many dealerships that could benefit from your services but are concerned about the cost. I suggest they give it a try for six months, test the response and improve the bottom line for the service and parts division.

Reynolds Total Dealership Marketing has also impacted our vehicle sales. I am sure you know, but dealers may be surprised to find that vehicles sales also improve. That's right more people back for service means more opportunities to update and because they are happier with the service they are more inclined to do just that.

I look forward to the next twelve months and any new developments you feel may benefit our dealership.

Yours sincerely

Brett Fitzpatrick
Dealer Principal

