

Marketing Support Service

UNSOLD ESTIMATE FOLLOW-UP

Network Support Services

After significant research of consumers and their purchasing habits, Akzo Nobel has assembled a new category of marketing support services for collision repair centers to enable them to compete at a higher level. These services enable the participating collision repair professionals to leverage economies of scale to accomplish marketing objectives that alone, would be impossible. The program consists of a comprehensive set of integrated services aimed at making the shops the preferred "Repair Solution" for consumers as well as work providers and influencers.

"I need to think about it." "I want to talk to my spouse first." "I may not get it repaired." "I want to talk to my insurance agent before I sign anything." "I can't afford to pay my deductible right now." "I was told to get three estimates." "I want to shop around some more." "My brother-in-law knows a guy that might be able to do it cheaper." Potential customers have an entire arsenal of excuses for not initially agreeing to have their vehicle repaired in your shop. This service addresses the need for repair centers to follow-up on these unsold estimates.

Two of our Network Support Services partners, CSi Complete and Phoenix Solutions Group, team up to create an unprecedented approach to capturing these wayward estimates. CSi Complete will attempt to contact a flagged, unclosed estimate 3 times over a period of three days by telephone. If contact is successful, results are forwarded to Phoenix Solutions Group for report processing. If the customer expresses a desire to return to the shop, an alert is then produced and faxed immediately. If contact is unsuccessful, the information is passed to Phoenix Solutions Group for coupon generation. A personalized letter is then sent within 24 hours after receipt of information from CSi Complete. This letter includes an offer for a discount off the impending repair (shop terms and conditions apply). All contact results are forwarded to Phoenix Solutions for report generation.

Are You Experiencing:

- Low closing ratio
- Declining sales
- Failure to capture unsold estimates

This Service Will Provide:

- Increase in closing ratio (10 point average)
- Customized telephone follow-up
- Customized follow-up by mail
- Customized discount cards
- Demonstration of customer satisfaction focus

This service is supported by two complimenting partners.



ESTIMATE RECOVERY ALERT	Sample Auto Body Alert Date: December 3, 2006 Fax #: 847-985-1837
Requires Immediate Action	
<small>The following customer/s have been identified as pending and represent an opportunity for your shop to capture a "NEW CUSTOMER" as uncovered by a phone conversation with an ACRB field service representative.</small>	
<small>A call or call should be made immediately upon receipt of this fax to each customer listed. If you have any questions regarding the customer's comments, do not hesitate to contact your field representative direct.</small>	
<small>Estimate & Contact Information:</small>	<small>Customer Comments:</small>



