



ENHANCING CUSTOMER RETENTION AND DEMAND THROUGH INNOVATIVE AFTER SALES SOLUTIONS

Najla Dawod



Our Footprints

11 Brands



10 COUNTRIES



65 SHOWROOMS

95 SERVICE CENTERS

REACH US WITHIN 30' DRIVE IN ALL MAIN URBAN HUBS

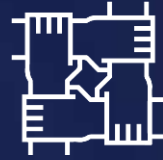


MOPAR REGIONAL PARTS DISTRIBUTION CENTRE





95
SERVICE CENTERS



+2000
MANPOWER



325,000
CUSTOMERS

A CUSTOMER WHO IS LOYAL TO AFTERSALES SERVICES, IS **80% MORE LIKELY** TO BUY ANOTHER NEW CAR FROM SAME BRAND !!!

* No. of visits for the past 5-6 yrs.





New initiatives and innovative tools



Customer First, Retention and Revenue

Advantages

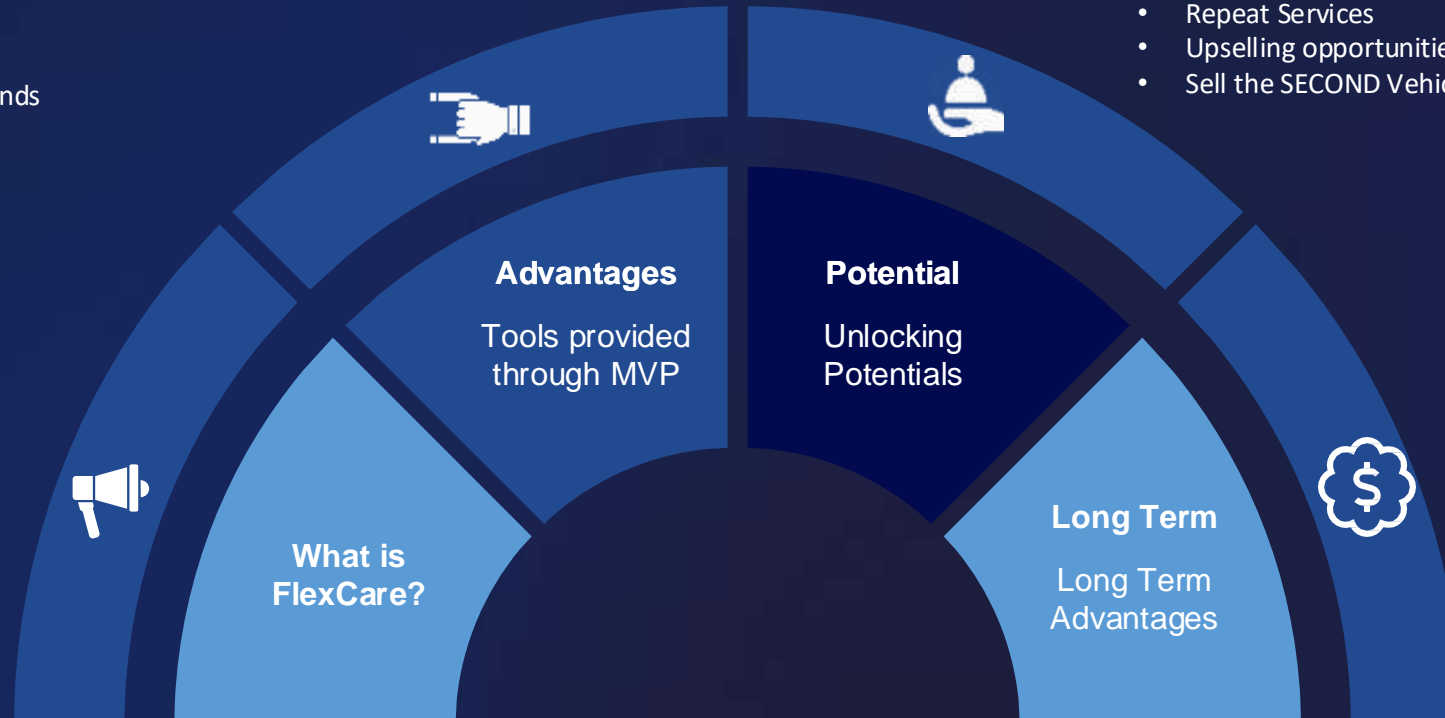
- Retention
- Customer Perception
- Brand awareness
- Confidence in our Brands

Unlocking Potentials

- Customer Bond
- Customer Loyalty
- Peace of mind
- Repeat Services
- Upselling opportunities
- Sell the SECOND Vehicle

Services

- Extended Warranty
- Service and Maintenance Contracts
- Value Added Services



Long Term Effect

- Fixed running costs over time
- Workmanship Guaranteed
- Well maintained Vehicles enter Used car market
- Increase RESIDUAL value



FLEXCARE EXTENDED CARE

- 5 YEARS / 100,000
- 6 YEARS / 150,000
- 7 YEARS / 150,000 OR 200,000
- 10 YEARS / 200,000



FLEXCARE MAINTENANCE CARE

MAINTENANCE CARE PLANS: (ONLY FOR NEW CARS)

- 5 YEARS / 100,000
- 6 YEARS / 120,000
- 7 YEARS / 140,000

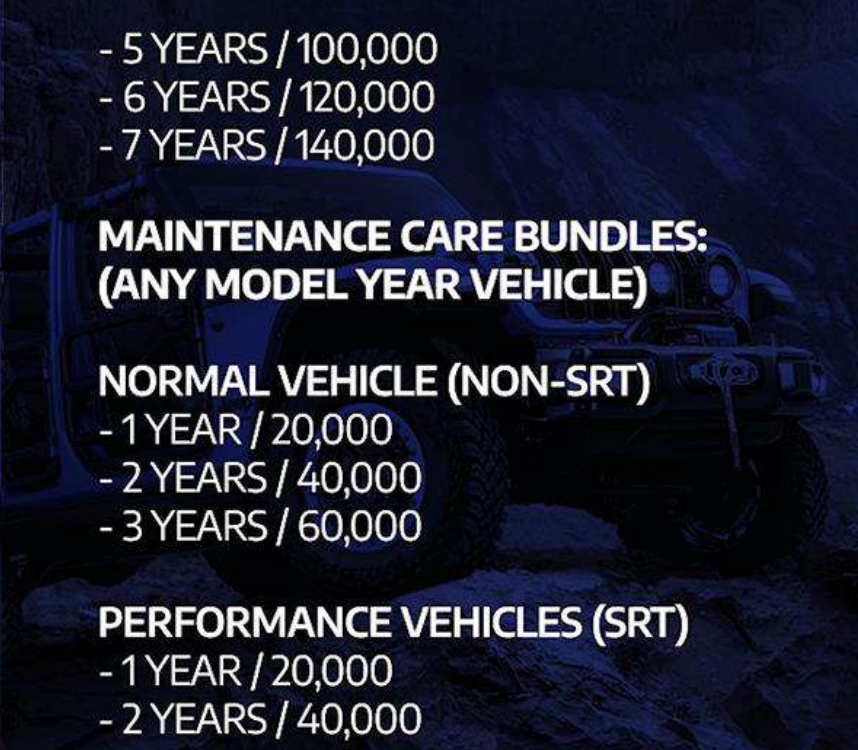
MAINTENANCE CARE BUNDLES: (ANY MODEL YEAR VEHICLE)

NORMAL VEHICLE (NON-SRT)

- 1 YEAR / 20,000
- 2 YEARS / 40,000
- 3 YEARS / 60,000

PERFORMANCE VEHICLES (SRT)

- 1 YEAR / 20,000
- 2 YEARS / 40,000



FLEXCARE ESSENTIAL CARE

- OIL AND FILTER PLANS
- ROADSIDE ASSISTANCE
- AND MANY MORE



166,000

Retained Customers

FlexCare



JEEP FLEXCARE

Subscribe to peace of mind

Extended warranties and maintenance plans
to match your ownership experience.



Jeep

DODGE FLEXCARE

Subscribe to peace of mind

Extended warranties and maintenance plans
to match your ownership experience.

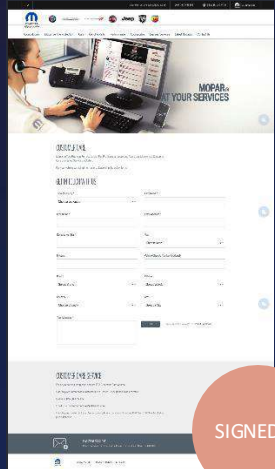


DODGE

By allowing all customer data to be connected into the same Ecosystem different parts of the business can benefit from that data to **influence** and **improve** the

- ➔ Customer experience
- ➔ Customer Lifecycle
- ➔ Sales Cycle
- ➔ Retention
- ➔ Loyalty





SIGNED UP

2. Share news, offers and service reminders with customers



ACTIVATED

CONSIDER

USE

3. Through continued data segmentation share personalised offers and services



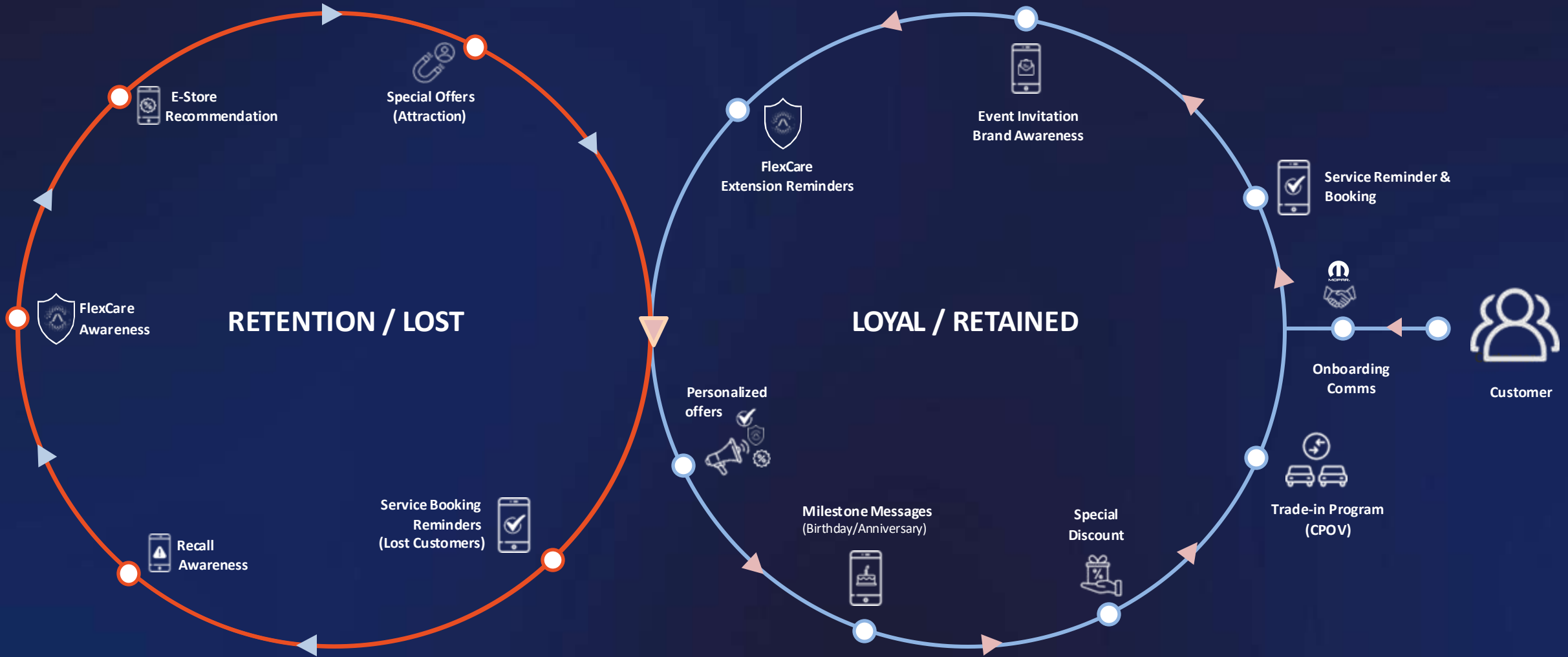
LOYAL

4. Build long-term customer customer relationship



1. Plan regular communication







GET READY
YOUR NEXT SERVICE IS BEST AROUND THE CORNER!

Dear (Customer Name),

It's time to get your (Car Brand) (Car Model) for regular service. As long as you're in the (City) (State) (Zip) area, we'll have you covered. We'll take care of your (Car Brand) (Car Model) so you can get back on the road in no time.

Book your service now and we'll have you covered. Book your service now and we'll have you covered. Book your service now and we'll have you covered.

LEARN MORE

STAND OUT WITH YOUR MOPAR ACCESSORIES

7-TIE DOWN CORD, TIRE TIE DOWN DEVICE, MOPAR 100 MIL

THE MOPAR EASY CARE SERVICE BUNDLES

SAVE XX%
ON MAINTENANCE AND SERVICING COST

Now you can enjoy XX% savings on maintenance and more when you sign up for a MOPAR Easy Care Service Bundle. Choose the right one for your (Car Brand) (Car Model) and enjoy the benefits of MOPAR Easy Care. Contact us today to get your service bundle. We'll have you covered. Book your service now and we'll have you covered.

LEARN MORE

YOUR AUTHORIZED SERVICE CENTER GET IN TOUCH

SEARCH CENTER ADDRESS
SEARCH CENTER CONTACT NUMBER

MAP TO MOPAR SERVICE CENTER

LEARN MORE

Emailer – Without Contract

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THE MOPAR EASY CARE SERVICE BUNDLES

EXTENSION PLANS?
EXTEND YOUR MAINTENANCE AND SERVICING FOR EXTRA YEARS

Now you can enjoy XX% savings on maintenance and more when you sign up for a MOPAR Easy Care Service Bundle. Choose the right one for your (Car Brand) (Car Model) and enjoy the benefits of MOPAR Easy Care. Contact us today to get your service bundle. We'll have you covered. Book your service now and we'll have you covered.

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THANK YOU FOR YOUR BOOKING

Thank you for booking your service with us.

You'll receive a confirmation via SMS shortly, containing all the booking details you need. Keep the SMS accessible – it's a useful reference. If you have any questions before your appointment, don't hesitate to call us at (Phone Number).

We look forward to seeing you soon.

LEARN MORE

Booking – Confirmation

SAVE XX%
ON MAINTENANCE AND SERVICING COST

DISCOVER UNMATCHED VALUE WITH OUR EASY CARE SERVICE BUNDLES!

Say goodbye to unexpected expenses and hello to predictable budgeting while ensuring your (Car Brand) (Car Model) remains in top-notch condition through routine maintenance.

Save on regular maintenance costs and protect against inflation, all while receiving priority service, comprehensive coverage, and the expertise of our trained professionals.

With enhanced resale value and the convenience of a single point of contact, our packages are tailored to meet your unique needs. Don't miss out on the opportunity to elevate your experience with us and safeguard your investment.

Ready to start saving or continue your booking without a service contract?

SAVE NOW

CONTINUE BOOKING

LEARN MORE

FlexCare - Promotion

SAVE XX%
ON MAINTENANCE AND SERVICING COST

Thank you for your interest in the MOPAR Easy Care Bundles.

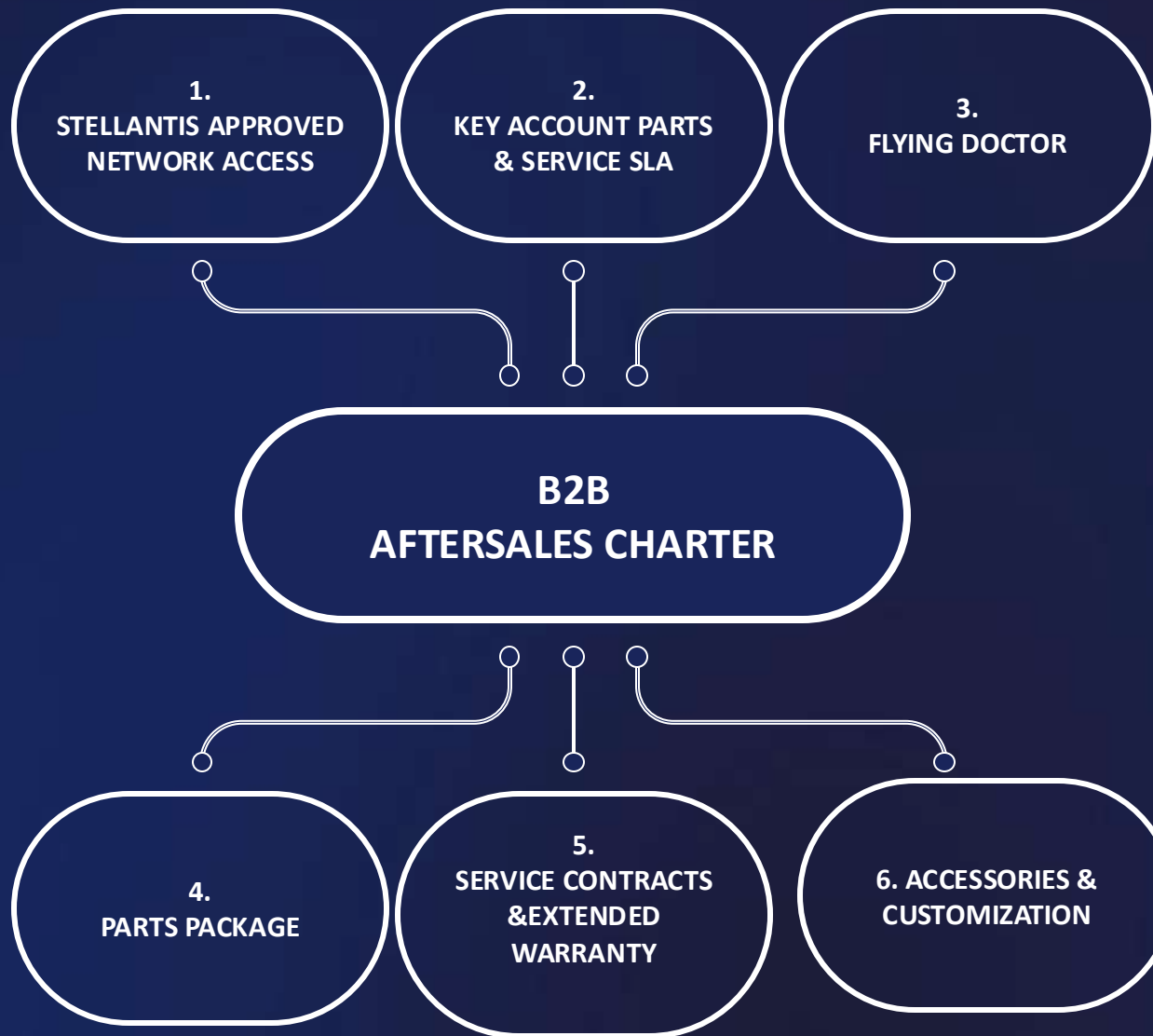
A dedicated representative will be in touch with you soon to finalize your application. Anticipate ongoing savings on your maintenance expenses and enjoy 100% peace of mind, knowing that your (Car Brand) is entrusted to MOPAR certified technicians using 100% genuine parts.

Ready to book your next service?

CONTINUE BOOKING

LEARN MORE

FlexCare – Lead Confirmation





Business Solutions

Genuine Parts
Repairs



MOPAR Express Lane
Off-road



FLEXCARE
3rd Tier Parts



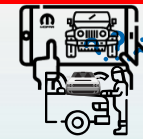
Stellantis Certified Technicians
Consuming



Flying Doctor
Warranty

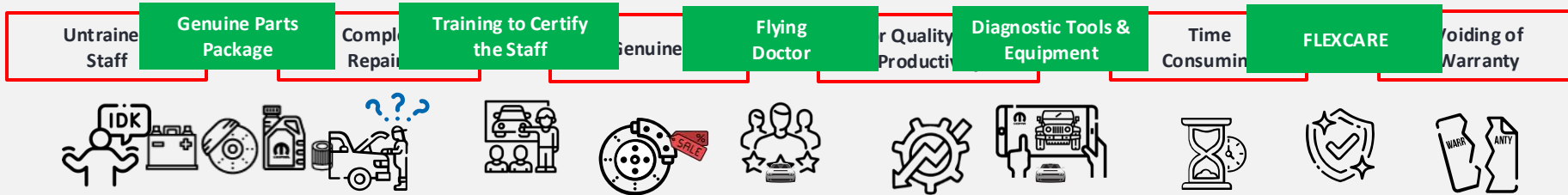


Diagnostic Tools & Equipment
Technicians





Business Solutions



Thank You