



For Immediate Release
Press Contact: Tom Gafford
(817) 298-3103
tom@guidepointsystems.com

New Service Retention Program Aims to Build Longer Dealership-Customer Relationships

New notification system gives dealerships first contact with customers if there are major vehicle issues

FORT WORTH, TEXAS – August 22, 2017 (MEDIAWIRE) – Guidepoint Systems, premier software and hardware developer of advanced vehicle safety, security and telematics systems for the automotive aftermarket and automotive OEMs, announced a new service that will help dealerships retain long-term service relationships with their customers. The Guidepoint Service Retention program connects the dealership service center to vehicle purchasers by notifying both parties if there is a problem with the vehicle.

Like the factory-installed service reminder features that prompt the driver to call the dealership, the Guidepoint Service Retention platform goes further by providing the dealership with a notification as well. In addition to maintenance reminders (based on the vehicle manufacturer's recommended maintenance schedule), both the dealership and the customer are sent an email notification if the 'Check Engine' light comes on, the battery voltage is low, or a diagnostic code is triggered. The dealership can then contact the customer to determine if the vehicle should be brought in for repair or servicing.

The Service Retention program is designed to provide peace of mind to drivers, knowing that they are never left to figure out mechanical problems on their own. The instant notification via email lets customers schedule service from any computer or smartphone, and gives dealership service centers the ability to proactively address the problem before the driver is forced to go through the steps of determining the problem, then calling around to find a service center.

In addition, dealerships can reach out to customers who have stopped using their service centers after the free scheduled maintenance expires.

"Customers automatically assume that dealership service pricing is higher than their local mechanic," said Rand Mueller, president and CEO of Guidepoint Systems. "As a result, the dealership service center isn't given the opportunity to show its prices are competitive, not to mention promote its superior knowledge of the vehicle. The Guidepoint Service Retention platform, among other benefits, gives the dealership exposure to the customer right at the time of need, increasing the likelihood that the customer will return for service."

The Guidepoint Service Retention program is free to dealerships as part of the Guidepoint Dealership Management suite. It completes a trio of services focused on pre-sale security, loaner vehicle accountability and post-sale service enhancement. Guidepoint currently offers its Lot Protection Package as well as a Loaner Vehicle Tracking Program.

For more information the Guidepoint Service Retention program and Guidepoint Dealership Management suite, visit guidepointsystems.com.

About Guidepoint Systems



Established in 1999, Guidepoint Systems is a pioneer in the telematics industry. Its comprehensive services combine state-of-the-art hardware, software, connectivity and human interaction to deliver a safer and more secure driving experience. Guidepoint maintains its own 24/7/365 response centers in the U.S. and Mexico to deliver a variety of services to vehicle owners, dealerships and commercial fleet managers. Guidepoint also offers OEM-branded, proprietary services through leading carmakers, insurance providers and finance companies. Visit www.guidepointsystems.com or call 1-877-GPS-FIND for more information.

Images:

#