

REWARDS



PROGRAM

Thinking Retail

"Changing the Customer Mix"

The need to protect shrinking profit margins from increased competition has never been greater. If you are like most jobbers the percentage of your business that is cash ranges between ten and twenty percent. Cash sale transactions typically deliver significantly higher profit margins than wholesale customers, and you don't have to deliver the product.

The problem is, until now, the only businesses equipped with the tools to service the cash customer, such as Automatic Customer Identification Systems and Preferred Customer Reward Programs, were Big Box Retailers. This is no longer the case, as you will see by reading on...

How it Works

"Knowing your Customer"

The first rule of successful retailers is to Know Your Customer. The VIP program that has been developed by **ams** starts with identifying the cash customer. This is done by asking the customer for their telephone number, not uncommon for warranty handling etc. The system will automatically show their current home address from the **Address Made Simple** database, which contains more than 10 million Canadian residential telephone numbers. This now allows regular cash customers to be identified for many purposes, such as special pricing and promotional activity. In addition, the customers **VIP** profile will allow for an e-mail address should they wish to receive notification of promotional activity and/or pricing electronically. The system also provides the jobber all the tools for direct mail marketing campaigns either through a mailing house or by doing it themselves.

The optional information the system can store, such

as date of birth, allows flexible options for creative promotional programs, like those used by your Big Box Retail competitors, but still with the advantage of personalized service. The **VIP** card, when branded with your logo and other corporate information, provides credibility by its professional appearance.

Building Customer Loyalty

"Personalizing the Automotive Shopping Experience"

In addition to correct address information the **VIP** program offers another unique feature, capturing the **AAIA** standard Car Code for their vehicle as an automatic by-product of utilizing the *autoecat*® Electronic Catalogue when looking up parts for the customer. This ensures that they will then always receive the correct part for their vehicle, thereby reducing mistakes that cost customers. Another useful feature is that the system will retain complete detail of every purchase made by anybody who is part of the **VIP** customer program. This further increases your knowledge of their purchasing habits and increases their feeling of recognition.

How to get Started

The process is as simple as calling our country wide toll free number today and let **ams** put it's 20+ years of retail and automotive experience to work for you!



For more information please call **1-800-663-1978** or send e-mail to info@amscomp.com Rev 2.03

