

STUDY: SUBARU LOVE-ENCORE

Captivated offers specialized scheduling and follow-up capabilities to all Subaru franchises who participate in the Subaru Love-Encore Vehicle Redelivery program.

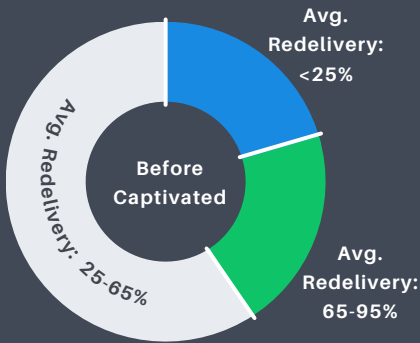
CHALLENGES FOR REDELIVERY SPECIALISTS

Within the Redelivery program, designated Redelivery within the dealership are responsible for setting appointments with new vehicle buyers, wherein the Specialist will come out to visit them within 60 days of the purchase and provide in-depth tutorials on vehicle features, etc. for improved customer experiences. Specialists are in charge of setting and maintaining the appointments, and performance is measured by overall Redelivery Percentages.

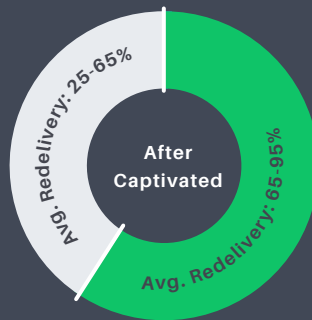
IMPROVED REDELIVERY PERCENTAGES

CAPTIVATED ENABLES DEALERS TO IMPROVE THEIR KEY KPI

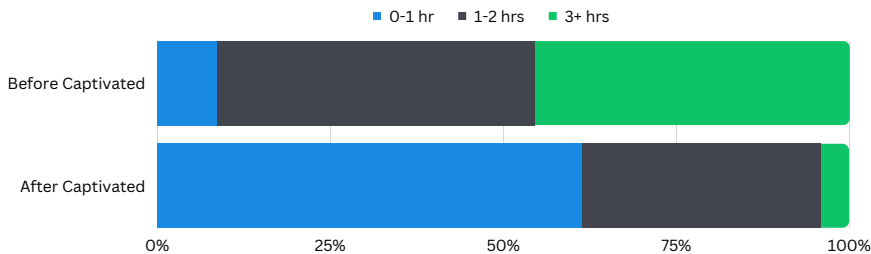
Before Captivated, our nationwide survey found that 1/5 of Subaru dealers reported redelivery percentages under 25%.



Since using Captivated, a survey of those same dealers found that a majority (59.2%) now achieve redelivery percentages of 65-95%. None are below 25%.



CAPTIVATED REDUCES SPECIALISTS' ADMIN EFFORTS BY 90% ON AVERAGE



Since using Captivated, our LE Redelivery Specialists report a 90% improvement, on average, in the amount of time they have to devote each day to admin work (i.e. manual scheduling, sending reminders, etc.).



PRIMARY FEATURES OF IMPACT

Seamless Booking & Scheduling

Customers can scan a QR code in-store to easily schedule appointments - with no double-booking.

Automated Follow-ups & Appointment Reminders

Reminders are sent ahead of appointments, as are questionnaires or surveys to help the Specialist improve every customer's experience.

Improved Workflows To Reduce Admin Efforts

All personnel can access Captivated to text customers on mobile or desktop devices, meaning they can send texts right from the field as they're working.

It's so effective at doing what it does that it shaves upwards of 10-20 hrs of work off my weekly schedule. Our dealership has delayed hiring a 2nd person for the position because Captivate is the 2nd person. I'm able to do the jobs of 2 positions.

Love Encore Redelivery Specialist in San Diego, CA