

Incentivefox Brings Innovative Service Loyalty + Retention Program to the Automotive Industry

CHICAGO, May 31, 2018 (GLOBE NEWSWIRE) -- [Incentivefox](#), experts in reward and incentive programs that drive customer and employee referrals, retention and engagement, have announced their newest program - Service Loyalty Rewards which will streamline, simplify and automate service loyalty programs for dealerships and their customers.

Incentivefox's newest program helps dealerships provide a more personalized, user-friendly and value-added loyalty program to their customers. Loyalty programs boost overall revenue by 5 to 10 percent, with members of these programs spending between 5 to 20 percent more than non-members.¹

"Incentivefox's technology gives customers immediate gratification by confirming rewards through automated text and email notifications," Says CEO Mark Tepper, "The replacement of confusing point systems and lackluster "coupons" with no tracking and limited ROI was long overdue. The automotive industry needs to refocus on building quality customer relationships and this program is an effective way to bring business back into your service center and create brand loyalty."

The program creates a unique and straightforward experience that helps dealers stand out against their competition, including independent stores and service shops. Sales representatives can easily register their customers after a new vehicle purchase by visiting the dealer's website or customers will be automatically enrolled during a service visit. Upon service completion, the customer will be notified via text message and/or email that they have received a reimbursement for a percentage of their bill. The dealership decides the percentage that will be loaded onto a dealer branded Visa reward card. The card will be mailed to customers for ease-of-use. The program is enhanced with automated promotions, reminders and reload payouts to incentivize members for their loyalty to the dealership's service department.

By incentivizing customers with a reloadable Visa® Reward Card*, you give them the flexibility to take their savings and use it at their discretion while giving the dealership an unparalleled branding opportunity all over town. The message to customers is that "we value your business so much that we're comfortable with you spending your rebate wherever you please, whether that's on coffee or the latest and greatest gadget." It's the focus on the customer's long-term perception of the dealership vs. weaving them into a web that reluctantly forces them to return to the dealership.

[Click here to request a demo and learn more.](#)

About Incentivefox

Incentivefox partners with dealerships across the country to assist in the acquisition of higher-quality customers, employees, service patrons and new revenue streams through our easy-to-use relationship and retention platform. The platform, combined with dedicated client success managers, create partnerships that elevate their incentive programs with tracking and proven ROI, while

simultaneously growing their customer base and building stronger relationships throughout the life of the program.

*Cards are issued by MetaBank®, Member FDIC, pursuant to a license from Visa U.S.A. Inc. This card can be used anywhere Visa debit cards are accepted within the U.S. only. MetaBank is issuer of the card only and does not sponsor or endorse this service or offer.

1 - <https://www.annexcloud.com/blog/ultimate-customer-loyalty-statistics-2016/>