

## **CARCHEX Helps Dealers Create Revenue with WarrantyCRM**

*Vehicle service contract marketing program adds to dealers' bottom line through contract sales, higher service lane traffic; "Up to 100 contracts sold a month," says MileONE CMO.*

Hunt Valley, MD (Vocus) December 17, 2007 — CARCHEX, the trusted source for professional automotive services for consumers and dealers, has unveiled [WarrantyCRM](#), a vehicle service contract (VSC) marketing program designed to help auto dealers boost revenue in multiple areas without additional investment in time or money.

"WarrantyCRM provides dealers with an opportunity to strengthen their customer relationships," said Goldsmith. "In addition to receiving a check each month from [CARCHEX](#) for contracts sold, WarrantyCRM helps boost service lane traffic to create additional revenue."

WarrantyCRM helps dealers "find" revenue by remarketing vehicle service contracts to its existing customer base. The program is turn-key for dealers; CARCHEX utilizes its proprietary technology to extract data from each dealer's DMS. The WarrantyCRM team identifies new car customers most likely in the market for a VSC and conducts a targeted, professional, branded marketing effort offering each dealer's in-house warranty products.

Customers receive persuasive messages on behalf of each dealership in multiple formats. All forms of contact are branded from each dealer, including responses to the WarrantyCRM call center, where CARCHEX agents identify themselves and communicate transparently as representatives of the dealer. At every touchpoint, customers are treated as they would be if they were in the dealer's showroom or financing office.

"The revenue from WarrantyCRM is literally found money for the dealer," said Jason Goldsmith, CEO of CARCHEX. "With margins getting slimmer on every car sold, dealers have limited opportunities to boost their bottom line. WarrantyCRM puts revenue back in the hands of dealers in two ways: Through the sale of vehicle service contracts and higher service lane traffic."

### **Customer Success Story: MileONE**

MileONE is one of the nation's most prominent dealership groups, with 63 dealership locations carrying 27 vehicle brands in Maryland, Pennsylvania, Virginia, and North Carolina. CARCHEX has helped MileONE create a substantial new source of revenue through the WarrantyCRM program.

Dave Metter, Chief Marketing Officer for MileONE, couldn't be happier with the impact the program has made thus far.

"We have gone from selling almost no extended warranties after the initial new car sale to selling between 80 and 100 per month as a group," said Metter. "And that's with no effort on our part; we give them access to our customer data, they sell a ton of contracts each month and just send us checks. WarrantyCRM has helped us create a new revenue stream that literally didn't exist before."

Metter says the professional, branded approach of the WarrantyCRM program was essential to MileONE's



adoption of the program.

“We weren’t about to turn over our customer data to just anyone,” says Metter. “It’s critical that when a customer calls in to CARCHEX in response to a marketing piece, they’re being treated in a manner that’s consistent with our brand promise.

“Every aspect of the CARCHEX WarrantyCRM program is top-notch. We wouldn’t use it if it weren’t – and the results have been unbelievable.”

#### About CARCHEX

Headquartered in Hunt Valley, MD, CARCHEX is the trusted resource for professional automotive services for consumers and dealers. Consumers can use the CARCHEX Advantage system to Select, Inspect, Purchase and Protect their next car online. An innovator in pre-purchase vehicle inspection programs, the CARCHEX system provides consumers the confidence to buy their next car online. CARCHEX also helps dealers generate qualified new and used car leads and maximize existing customer relationships through its suite of proprietary data collection tools, Warranty/CRM remarketing program and network of strategic industry partners. Visit us online at [www.CARCHEX.com](http://www.CARCHEX.com)

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