

AUTOMOTIVE DEALERSHIP LOYALTY STRATEGY

CASE STUDY: KIA OF CHEYENNE

OVERVIEW

Every customer who buys a new car at Kia of Cheyenne gets their own Kia branded rewards card pre-loaded with \$40.00 to use on service station visits. The dealership provides customers with 10% cash back rewards on all service and accessory purchases that can be redeemed toward future visits. The program helps Kia customers save money while fostering loyalty to the Kia brand. The strategy helps customers think Kia for service calls instead of a competing auto shop.



average sales
per patron visit
\$115.56

- ✓ Free Shuttle Service
- ✓ Free Brake Inspections
- ✓ Free Car Wash With Every Service
- ✓ Honor All Major Service Contracts

2999 E. Nationway
Cheyenne, WY 82001
Phone: 307.775.0123
www.kiaofcheyenne.com



GIFT & REWARDS CARD

Earn Valuable Cash Back Rewards on Every Parts/Service Purchase

46 MONTH PERFORMANCE SNAPSHOT FROM PROGRAM LAUNCH

- 3,936 total cardholder accounts
- 1,861 patron registrations, approx 40.5 registrations per month
- 5,526 visits, approx. 120 visits per month
- Total Sales: \$638,573.43
- Earned Rewards Issued: \$53,231.4
- Total Rewards: \$147,200.95
- Rewards Redeemed: \$63,383.61
- Rewards Breakage: 57%

* Data displayed as of 12/31/2014