

Keep Your Customers Coming Back

Automotive Repair Solutions

Shop Management Solutions

Business Performance Services

Commercial Vehicle Group

Mitchell1
CRM

Now you can turn customers into loyal, profitable repeat customers easily. Mitchell 1 CRM integrates seamlessly with your shop management system to track your customers' vehicle history and send timely scheduled service reminder postcards and e-mails automatically. You choose the postcards and customize with your logo and message – finally, a way to communicate your message to your customers that they'll be glad to receive.

- Service Reminder Postcards & E-mails
- Service Recommendations
- Custom Promotions
- Dedicated Marketing Support Center
- Return on Investment Reporting

For more information on this or other Mitchell 1 products, as well as pricing and to locate your local Independent Sales Rep. please call or click:



800.410.0529
mitchell1.com/bps

Mitchell1
Business Performance Services



Pricing for eCRM

What is eCRM?

Introducing Mitchell 1 eCRM, a comprehensive marketing service designed to increase your profitable maintenance business through highly effective e-mail marketing. This new program will help you increase service traffic through repeat business. You don't need to change the way you run your business, just continue to input accurate customer and vehicle information and we'll take it from there.

Level	eCRM*	eCRM50**	eCRM100
# of Eligible Vehicles	Unlimited	Unlimited	Unlimited
Monthly Price	\$119	\$169	\$219
Product Code	eCRM	eCRM50	eCRM100
Activation Fee	\$99	\$99	\$99

- ~ Customer must sign a 12 month contract agreement.
- ~ Customer has 90 days opt out period.
- *BPS multi location promo Corporate discount may be applied to eCRM.\
- * eCRM and CRM cannot be combined.
- * eCRM - All eCRM levels require a one time activation fee of \$99.
- * eCRM - Unlimited e-mails only, no postcards.
- ** eCRM50 - Unlimited e-mails and approximately 50 postcards per month. Actual postcard volume will vary, based on 4.3 week month.
- *** eCRM100 - Unlimited e-mails and approximately 100 postcards per month. Actual postcard volume will vary, based on 4.3 week month.

Promo Code: **ECRM08**

Not combinable with other offers. Include activation fee with all orders. Not combinable with other discounts. New customers only. Pricing reflects Corporate Level A \$10 discount. Please see Exhibit B for details.



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 Web Site: Mitchell1.com/bps

