



“It’s All About Retention”

a total service solution

Professional roadside assistance

You can offer your customers the assurance that they have received the best possible service from experienced technicians. But should any problem arise they have piece of mind on every journey, covered **24 hours a day - 7 days a week.**

Close the loop between you & your customers Club Evolution provides a state of the art retention tool designed to add value and keep them coming back.

Roadside assist benefits



**UP TO A 25KLM TOW
TOW IS BACK TO YOU**



JUMP START



LOCK OUTS



FLAT TYRE SERVICE



**EMERGENCY
ACCOMMODATION**



**6 & 12 MONTH ROADSIDE
OPTIONS AVAILABLE**



SERVICE REMINDERS

**5,000 BONUS REWARD POINTS
WHEN YOU SIGN YOU JOIN THE
REVOLUTION**

To find out more please call **0403 276 007** or
0423 717 520 or go to **clubevolution.com.au**





Club Evolution was founded back in 2010 by myself and Colin Davis of Davis Distributing as a way to help the independent workshop industry grow and compete with the changing NCD market at the time.

We identified a gap where some operators were diligent around reminders and growing their business and some that were struggling with this.

We set about providing a retention tool that helps workshops retain their customers for longer and therefore helping them grow and we would grow with them.

In 2015 we commissioned a build of our own unique software to enhance the program and add features like future service item reminders.

Easier to use with better search functions along with email marketing support to help workshops grow their revenue and profitability.

Now a fully independent company Club Evolution can be nimble in the market and adapt to provide better solutions, becoming a Capricorn supplier earlier this year.

Since then we have grown to over a 280 strong network across 2 countries with more than 215,000 vehicles under roadside management.

We have over 1.1 million reminders scheduled to go out to vehicle owners ensuring the future of the workshops who participate.

Our national average retention rate sits consistently at 78%, that is 78% of consumers who receive a membership return for their service visit every six months.

By providing a better retention solution drives better sales, better sales drives better profitability and customer satisfaction.

This will drive a better outcome for all and secure a better future.

"As an IAME member this service is offered as member to member solution providing better member outcomes for workshops across the country". Says Andrew

Our industry is changing fast, every day we are subject to new levels of technology in motor vehicles that contribute to your and our incomes.

Motor vehicle manufacturers are becoming more and more competitive in the vehicle service market, offering fixed price service menu's, extended warranty price service menu's, extended warranty contracts to keep the consumer coming back.

"Independent repairers need a way to combat this ever-changing force and help future proof themselves" says Andrew Davis General Manager

Club Evolution is a state-of-the-art customer retention program and is a "revolution" to the Independent workshop industry.

We can help close the loop between you and your customers by providing a state-of-the-art retention program ensuring you retain the most out of your existing customer base while still actively attracting new customers to your business.

This business solution enables you to offer a far superior level of service to your customers with little impact on cash flow.





The Program offers a full suite of time-based reminders fully branded with your workshop logo to ensure you are kept "front of mind" with your customers. The communications start with a simple Thankyou message for having their vehicle serviced at the participating workshop, then at 5.5 months a service reminder is generated via email and sms which explains their service is coming due and their free six roadside assistance is due to expire on a particular day.

If the customer has not returned as a result of the initial reminder a soft follow up email only is sent to them as subtle reminder that their roadside assistance has now expired prompting them to return for their next service visit.

You can also add a registration reminder and future service item reminder to capture deferred work that may have been put off by the customer ensuring your follow up and opportunity for better retention and profitability is paramount. There is estimated 24 million dollars of unsold service work in New Zealand every year on vehicles and the program allows you to capture your share of this.

The roadside assistance package is designed to help customers on their journey and keep them thinking of you their service provider with up to two (2) callouts per six-month contract we also offer 12-month option for newer vehicle's.

If in the event that your customer requires a tow, they are towed back to you as they are your customer and you deserve the first right of repair further enforcing your customer service and ability to retain that client.

They can use the roadside for towing, jumpstart, tyre change, out of fuel lockouts even emergency accommodation if needed your customer will be safe on the road for every journey.

We also offer Email & SMS marketing programs around service specials to help grow sales and retention these are just a phone call away and one of our helpful staff can help design the offer for you, the marketing program is also supported with full reporting so you can get more from your campaigns.

A full reporting suite is included so you know how your business is tracking around Customer retention

What claims may have happened out on the road around jumpstarts etc. also reports by month on which customers may not have returned so they can be followed up this can be because the customer has simply forgot and needs little prompt by the workshop maybe a quick phone call.

In conclusion Club Evolution offers a member only program, designed to give more for less and helps retain your clients for longer. With a state-of-the-art retention software included in our offering we aim to deliver professional roadside assist packages that represent quality, integrity and value for money. If you would like to know more go to www.clubevolution.com.au or call 0403276007 and we can arrange a time to introduce this fantastic opportunity to you.

