

Customer Conversion & Retention Programmes

Profitability *delivered*

Convert more enquiries and retain more customers

ASE'S UNIQUE CONVERT AND RETAIN PROGRAMME DRIVES PROFITABILITY THROUGH:

- Focussing on the customer and their position in the ownership cycle, rather than from just the sales or service viewpoint
- Scalable solutions applicable to any dealer, network or franchise regardless of their size
- A comprehensive review of existing opportunities and the introduction of processes to fully exploit them
- Gaining dealer trust and engagement with delivery by automotive industry experts
- Breaking down institutionalised issues into simple steps and solutions
- Access to ASE's global knowledge portal for best practice
- The provision of long and short term assignments, including coaching and mentoring of management and operational teams
- A track record of results achieved in multiple markets worldwide

ASE

Driving Profitability



The actions suggested by ASE were quick, easy and simple to follow

ASE's Convert and Retain programme has opened our eyes to the importance of nurturing the sales enquiries and taking care of our service customers. A thorough follow up on these two aspects can increase the business for both Sales & Service.

Payal Sood, CRM Manager,
Liberty Automobiles
Company LLC



For more information, please contact:

Ken Cumming,
Senior ProFit Optimiser
+44 (0) 7879 896 081
Ken.Cumming@ase-global.com

Steve Hopewell,
Head of ProFit Optimisation
+44 (0) 7971 490 002
Steve.Hopewell@ase-global.com

www.ase-global.com



Driving profitability across the global automotive industry