

# Dealership Aftersales Retention & Profitability



Profitability *delivered*

# ASE

Driving Profitability

Our unique system improves customer loyalty and satisfaction

## Driving dealership profitability with ASE Service Plan, ASE iVHC & ASE VIDEO 1st

For over 40 years, ASE has been working with thousands of motor dealers and manufacturers around the world to drive profitability, reduce risk and improve retail performance. Aftersales revenue is a key element of your success and with ASE's aftersales retention and profitability tools the benefits are clear to see.

### ASE'S AFTERSALES SOLUTIONS DRIVE PROFITABILITY THROUGH:



#### ASE SERVICE PLAN

- Increased customer retention
- Improved cash flow
- Increased aftersales ROI



#### ASE VIDEO 1st

- Engaging customers at point of enquiry and during aftersales work
- No additional equipment required
- No initial set up costs



#### ASE iVHC

- Fully integrated and interactive photo and video system
- Personalised on-line customer experience including authorisation
- Proven improvement for red and amber work upsell



#### Service plan values increased by over 150%

*We have increased our average plan value from £411.00 to £1037.00.*

*The platform has given the Harratts Group a huge boost in service retention and it has also given the Service Advisors and Service Managers a much simpler system to work from.*

*We are selling and quoting more plans than ever and our Service Plan customer base is growing by the day.*

Graham Greaves  
Harratts Group Ltd



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Driving profitability across the global automotive industry