



Spireon Introduces My Dealer for Kahu

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SAN FRANCISCO — Spireon introduced the My Dealer feature for Kahu, a new customer retention module that was designed to allow dealers to easily target and engage customers post-sale. The enhancement uses actual vehicle mileage and other customer data to deliver timely, relevant service reminders, promotions, and other messages in a convenient and personalized way, keeping the dealership front and center with customers when they have automotive needs, according to the provider.

“Franchise dealers earn about 50% of their gross profits from fixed operations, so bringing customers back for service is critical, and mobile communication is the most effective way to do this,” said Sunil Marolia, vice president of product management at Spireon. “Relevancy is critical for consumer engagement and with the My Dealer module, dealers can reach their customers at the right time, with the right offer, on the right platform, strengthening the relationship and creating ongoing revenue opportunities.”

Executives noted that, according to a Spireon survey of more than 2,000 consumers conducted by market research firm TechValidate, 80% of respondents are willing to visit the dealership for regular vehicle maintenance, and 57% would return for vehicle repairs. However, industry reports state dealers only capture 33% of the fixed operations market, indicating a significant area of opportunity for dealers. Further, 85% of respondents are interested in service-related features from a dealership mobile app, but only 25% have ever tried a dealership app.

“My Dealer promises to be a game-changer for us, in terms of our ability to successfully engage with our customers post-sale,” said Bulent Sadri, parts manager/interim service manager at Burien Nissan in Burien, Washington. “Knowing consumers prefer mobile communication, the Kahu app is becoming increasingly important to ensuring the strength of our continued relationships with buyers. The convenience and personalization allowed by My Dealer will help us provide a better overall experience to our customers, which, in turn, will lead to increased retention and better margins for our business.”

Visit Spireon at Booth 6439W at NADA Show 2019.

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