



## Spireon Unveils Customer Retention Tool

By Staff Writer January 29, 2019



Spireon introduced the My Dealer feature for Kahu, a new customer retention module that allows dealers to target and engage customers post sale.

This enhancement to the Kahu connected car solution 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.

With the addition of the My Dealer enhancement to Kahu, dealership branding, services, products and community activities can be shared with customers regularly.

<http://usedcarnews.com/demonews/index.php/component/k2/item/54-black-book-enhances-vin-info>