



Hyundai Owner Connect Marketing FAQs

What is HOCM?

- Hyundai Owner Connect Marketing (HOCM) is a comprehensive direct marketing program targeting New, Loyal and Lapsed Customers, designed to increase a dealer's service and parts revenue through increasing customer traffic and loyalty.

What are the main components of the program?

- Bi-monthly Service Reminders (SR) (New and Loyal Customers)
- Participate in Quarterly Coupon Mailers (QCM) (Lapsed Customers) in Summer, Fall, Winter, and Spring

What support is available to dealers?

- Each dealer will have a dedicated Marketing Consultant (MC) from the Dealer Service Group (DSG)
- Each MC will cover reporting, program enhancements and campaign recommendations with the dealers
- Marketing Consultants will also assist in dealer enrollments and campaign setup/maintenance

When are the Dealer Services Group Marketing Consultants available for contact?

- Marketing Consultant's hours of availability are determined by the Region(s) they are responsible for, as all consultants are located in Milwaukee, WI
 - Eastern Region(s) – 7:00 AM – 4:00 PM (CST)
 - Central Region(s) – 8:00 AM – 5:00 PM (CST)
 - Western Region(s) – 9:00 AM – 6:00 PM (CST)

How will communications be sent?

- E-mail will be the preferred mailing option (if customer's email address is on file), followed by Direct mail
- Dealers will also have the option to communicate via Text (coming soon) or Automated Voice Messaging on certain communications

What are the dealer costs for the base program?

- \$0.45 per piece for Direct mail
- \$0.10 per piece for E-mail
- \$150 Quarterly Maintenance fee

What is included in the above "per piece" pricing for the dealers?

- Printing dealer-customized mail piece with 4 coupon/message panels, postage (for Direct mail), DSG consultative services, and reporting.

What is included in the base program for a dealer?

- Service Reminder Letters (both Direct Mail and Email / see SR section for further details)
 - 6-Month (New Customer)
 - 9-Month (New Customer)
 - 12-Month (New Customer)
 - Scheduled Service Reminder (Loyal Customer / approx. 2 mailings per customer in a year)
- Quarterly Coupon Mailers (see QCM section for further details)
- Monthly Reporting – accessed through the hyundaidealer.com website



- Dealer Services Group

How will dealer be billed?

- Automated billing that will appear on the dealer's Parts Statement

What customization options does the dealer have with their Service Reminder/QCM mailers?

- Complete dealership customization
 - Dealer Logo
 - Dealer Hours of Operation
 - Dealer Maps
 - Payment Options
 - Specialty Logos
 - Specialty Statements
 - Robust Coupon Library to select offers from, plus Write-Your-Own Coupons
- Complete customer coupon segmentation
 - Target customers dependent on their:
 - Mileage
 - Model Year
 - Model Type
 - Zip Code
 - Vehicle Features (Turbo, Hybrid, etc.)
- Multiple delivery methods
 - Email
 - Direct Mail
 - Text Messaging (coming soon)
 - Voice messages
- Ability to create one-off OnDemand communications in addition to the Service Reminder and Quarterly Coupon Mailer campaigns

How will dealers track the success of the program?

- Comprehensive reporting will be available on HyundaiDealer.com to dealers, including:
 - Quick views
 - Campaign Summary Report
 - Customer Loyalty Report
 - Work Due Schedule
 - Customer Manuscript Report

How will the program integrate with Xtime?

- A link to the dealers appointment scheduling will be included on all e-mails, and URL's will appear on all letters
- Further information will be shipped upon full rollout of Xtime Program

Will dealers be able to use existing Co-Op funds towards expenses on the enhanced Owner Marketing Program?

- Yes, dealers will be able to use their Co-Op funds directly toward the Hyundai Owner Connect Marketing (HOCM); no other third party vendor submissions are eligible for service reminder programs after 9/30/10. Dealers can receive 50% Co-Op reimbursement up to dealer's Co-Op funds. Dealers will have their HOCM claims processed automatically (should they elect; contact DSG to set up) and submitted by HMA on a quarterly basis to ACB. All current Co-Op guidelines rules apply.



Service Reminders

What is the frequency of Service Reminder mailings?

- Two E-mail/Direct mail drops per month
 - Customers will receive mailers based on their vehicle status and need for service
 - New Customers are sent communications based on a time schedule (i.e. 6-month, 9-month, 12 month communications from the date of purchase)
 - Loyal Customers are sent communications based on a mileage schedule (i.e. 7.5k Scheduled Service, 15k Scheduled Service, etc.) which are determined by driving habits

What is the difference between a New Customer and a Loyal Customer?

- A New Customer is someone who has purchased a vehicle within the last 12 months, but has yet to return to the dealership for service
 - Dealers will have optional communications available to send to a New Customer within the first 6 months of ownership (Sales to Service Letter and a 3-Month Letter).
 - After the first 6 months, the base Service Reminder program will begin
- A Loyal Customer is someone who has serviced their vehicle at the dealership within the last 12 months

What optional additions are available on the Service Reminder program?

- Sales to Service Letter – sent 30 days after RDR as an introduction to the dealership's service dept.
- 3-Month Education Letter – sent to customers 3 months after purchase to educate them on the importance of regular maintenance and the benefits of servicing at the dealership
- New Service Thank You Postcard – sent to customers after first completed service
- Oil Change Letter – sent at (3,750/7,500) mile intervals to customers due for Oil Changes
- Overdue Scheduled Maintenance Letter – sent to a customer that does not respond to Scheduled Maintenance by returning for service (sent 45 days after Scheduled Maintenance Letter is sent)
- Declined Service Follow-up Letter – sent to a customer after they have declined a recommended service at the dealership (based on received RO data and Xtime integration)

Quarterly Coupon Mailer

What is the frequency of the Quarterly Coupon Mailers and which customers are the targets?

- Quarterly Coupon Mailers drop every 3 months (Fall, Winter, Spring & Summer) and target Lapsed customers
- Dealers have the option to mail to New and Loyal Customers during this mail period as well
- QCM mailer comes out in Fall, Winter, Spring and Summer.
- Dealers will have the option to select their own coupons for these mailers. If a dealer does not select specific coupon offers then generic coupon offers will be selected.

Are there any additional communications available for QCM?

- Mailing QCM to New and Loyal Customers
- Dealers may also enroll in a 45-day reminder via e-mail, text or voice messaging – communication is sent to customer 45 days after initial in-home date, if there has been no service visit to the dealership



What is a Lapsed Customer?

- A Lapsed Customer is someone who has not serviced their vehicle at the dealership within the last 12 month

Does a Dealer have to participate in the QCM Program?

- Yes, Lapsed Customers are still part of the Hyundai family and we want to recapture as many of them as possible. The dealers will participate in the four quarterly mail programs: Fall, Winter, Spring and Summer.
- Being enrolled in the Owner Connect Marketing Program means that we are trying to improve our retention numbers and one very important part of HOXM is targeting lapsed owners.

If a dealer does not select any specific customer coupon offers for the entire year, the DSG will work with the dealer to establish generic service maintenance coupons. We want to offer the right customer coupon during the right moment they need maintenance work.

Going forward, the Hyundai Owner Connect Marketing will continue to search for new and alternate means in which to effectively communicate to our owners in order to increase Service & Parts revenue for our dealers.

Dealer Services Group Contacts

Marketing Consultants

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[Contact your Marketing Consultant at Hyundai Program Headquarters to answer any additional questions you may have.](#)

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