

AWACS is our online and telephone customer mid-cycle survey.

Awacs[®]

This survey establishes where your customers are 18 months into the car buying cycle or towards the end of the buying cycle, when they may be in the market to change, and if they plan to buy again from your dealership.

Each response provides the opportunity for you to re-engage with current customers as and when they are ready to re-purchase.

Features:

- Be prepared for when a customer is likely to renew.
- Make sure that you are the first point of call.
- Use the wealth of data to review your sales process, handle any negatives.
- Be ready to meet their needs when the time comes.

How it works:

We contact customers 18 or 33 months into the ownership cycle to understand:

- How happy they are with the car.
- If they are planning on buying the same make and model next time.
- The likely change date.
- If they are planning to stay with the dealer to repurchase or if not, why?

This cost-effective solution means we make life easier for you. We contact your customers on your behalf, firstly by email, then non-respondents are contacted via our experienced contact centre by telephone.

We then update your contact details, follow up every lead and then provide you with a comprehensive report of the customers comments, cleansed contact data and highlighted hot leads for your sales team to follow up as genuine sales opportunities.

You have the information to re-engage with customers with a greater understanding of their needs when the time is right.

Contact Us NOW

To find out more about the huge benefits that AWACS can provide, visit:

<https://business.judgeservice.com/products>, call 01423 225166 or email sales@judgeservice.com

