



For Car Dealers

(Made in India)



Customer retention | data collection and analysis | Insurance & warranty extensions | Visibility

Book a service | Receive updates, schemes, promotions | Give feedback | Locate Service center

What you can do with

Custo

- ✓ **Get organized. Do more with same team**
- ✓ **Make your customers more loyal**
- ✓ **Delight your customers**
- ✓ **Make your customers get more customers for you and reward them**

Are you?

- Still having a big tele-calling team?
- Communicating with your customers by emails/SMS that are often left unread?
- Present on your customer's Smartphone yet?
- Manually entering the customer feedback?
- Can you reach out to car owners of your brand in your vicinity

Custo Advantages

- ✓ Book a service
- ✓ Book a test Ride
- ✓ Post service feedback
- ✓ Conduct opinion polls/surveys
- ✓ Service/insurance reminders
- ✓ Dealer schemes/ Promotions and offers
- ✓ Warranty extensions
- ✓ Car catalogue
- ✓ Increase your visibility
- ✓ Parts and accessories
- ✓ Old customers could be retained by A/B message method
- ✓ Field app for runners

How to get started

1. Sign up with us. You will get a web login to operate.
2. Current customers to get the app at point of sales or point of service or referral.
3. We will assist you in setting up your services in Custu
4. Add your customers who have serviced/bought car in the past
5. Ask your customers to download Custu app from Playstore.
6. Customers will automatically see their details in the app after they verify the mobile number.



Team Tracking

Field executive who go out for picking and dropping the car could do the following:

- Get the pick-up form filled
- Post service Customer feedback and signature
- Executive can track the address of customer/ make a call to customer

You can select the employees for whom you want location tracking to be ON. Please note that for Live Tracking to work, the employee smartphones' internet should be available.

Reward your Customers

You can reward your customers with Custo reward points. For example,

- You want to run a reward program where you give 40 Custo reward points to anybody who refers a new customer to you.
- You want to surprise your existing customer with 100 reward points because he is giving you good business.
- Loyalty scheme would allow you to give some discounts or cashback for being loyal to you

How it works

- You open a reward point prepaid account with us and purchase Custo Reward points.
Please note **2 Custo reward points = 1 Rs**
- You can reward your customers as you want from this prepaid account.
- When you reward your customer, your customer will get a notification.
- Your customer can redeem these reward points for phone recharge from their Custo App.

