

Customer Life-Cycle Touch Points



dealersocket.com | 866.547.2366

Customer Life-Cycle Touch Points

The auto-dealer customer life cycle is a long process requiring consistent customer contact. But, they only want to hear from you when it is pertinent. In short, your customers are high maintenance!

If you give them the attention they need and deserve, your dealership will reap the ROI rewards. DealerSocket has condensed this customer progression into a simple, digestible infographic. Share it with your co-workers, and revisit it often. You can thank us later.

Customer Life-Cycle Touch Points:

- Lead Arrival
- Capture and Input Data
- Search Data
- Target Your Market
- Service Marketing
- Follow-Up
- Create Lifetime Customer

Mapping out pre-determined processes to ensure you are reaching the right person at the right time with the right message is key. Follow this infographic process for every customer, and you can leave your business suit at home. You're already dressed for success!

Customer Life-Cycle Touch Points

