

# DEALERMINE | CRM

Know More. Book More. Sell More.

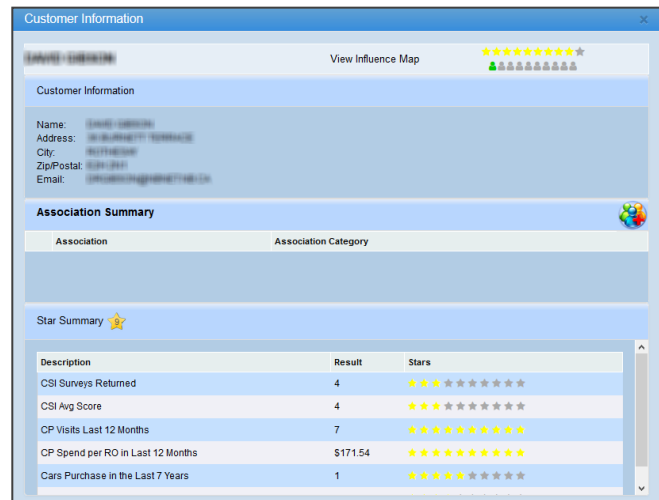
## Customer Star Rating

The Star Rating is a clever way DealerMine is ranking your customers based on how much CP the customer spends, how often they spend, how often they buy, the last time they bought a vehicle, and if they are satisfied with their experience at the dealership. Yellow stars represent the Total Star Rating out of the highest possible score of 10 stars.

The **"Star Rating"** system formula will calculate a score based on the following four categories: (and two bonus categories)

1. **CP Visits last 12 months:** is a calculation of how many CP Visits in the last 12 months. The highest weight of this category towards the full star rating is 3 points.
2. **CP Spend per RO in the last 12 months:** is the Average CP dollars spent per RO in the Last 12 Months. The highest weight of this category towards the full star rating is 5 points.
3. **Cars purchased in the last 7 years:** number of vehicles purchased in the last 7 years. The highest weight of this category towards the full star rating is 2 points.
4. **Most recent car purchase in months:** The highest weight of this category towards the full star rating is 5 points.

Click the Yellow Star to view more information

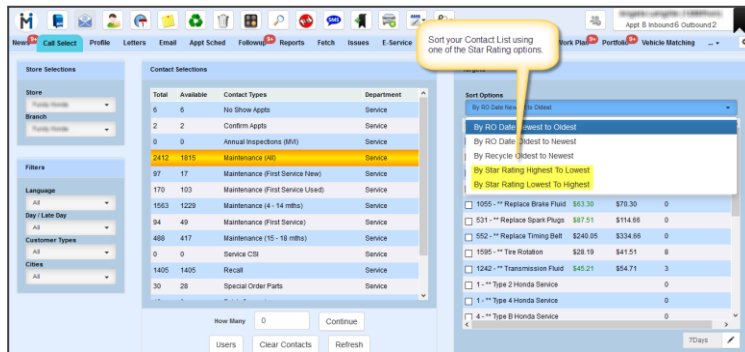


CSI is a bonus category that can help increase your customer's star rating. Give a customer a chance to be surveyed and this will help their individual score increase just by telling you about their experience, whether it was good or bad.

**CSI surveys returned** –DealerMine takes a count for the number of surveys returned for each customer and scores accordingly. The highest weight of this category towards the full star rating is 4 points.

**CSI Avg score** - DealerMine looks at all CSI results ever submitted for each customer and uses the average overall score. The highest weight of this category towards the full star rating is 4 points.

## Sort Option: By Star Rating

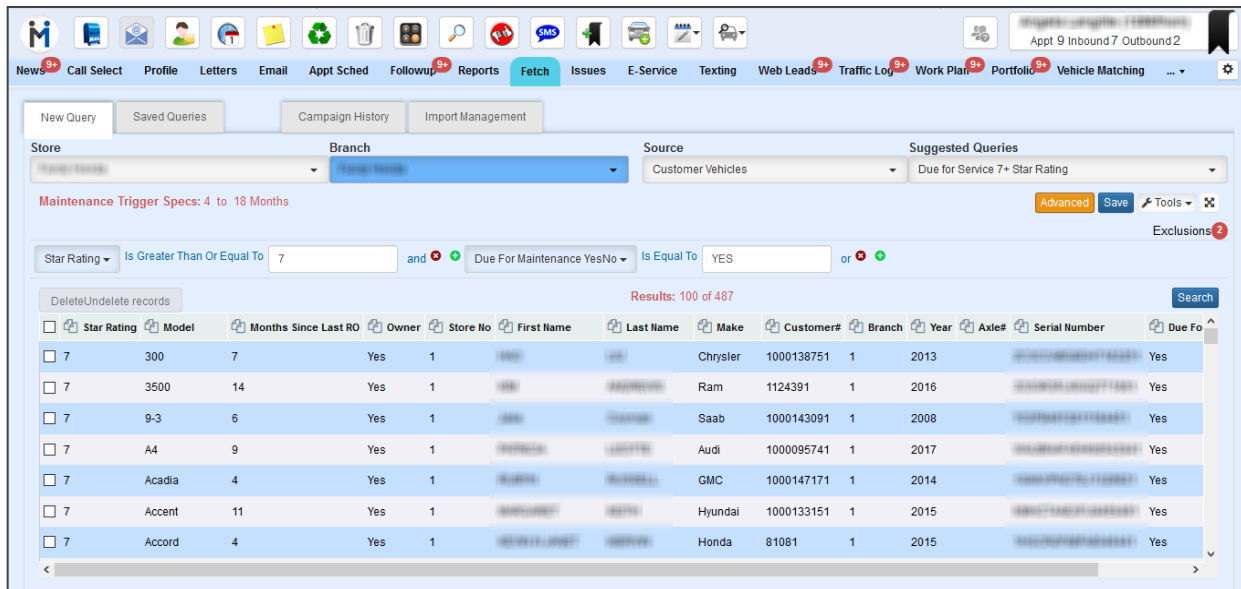


The "Star Rating" system is also a **Sort Option** offered on the "Targets" section of the "Call Select" screen when choosing your calls for the day. At times it may be helpful to sort "By Star Rating Highest to Lowest" or vice-versa.

Also target a specific maintenance you want to sell more of as well.

## Fetch Campaigns Based on Star Ratings

Use Fetch to build lists based on star ratings, whether they are for a sale or a service campaign. The example below shows the "Suggested Query" being used called "Due for Service 7+ Star Rating". This example brought back 487 customers to market to.



Other ideas for Fetch Campaigns are as follows:

- Suggested Query: Target Specific Maintenance 7+ Star Rating
- Private Sale Lists for high Star Rating customers who are in a position to buy