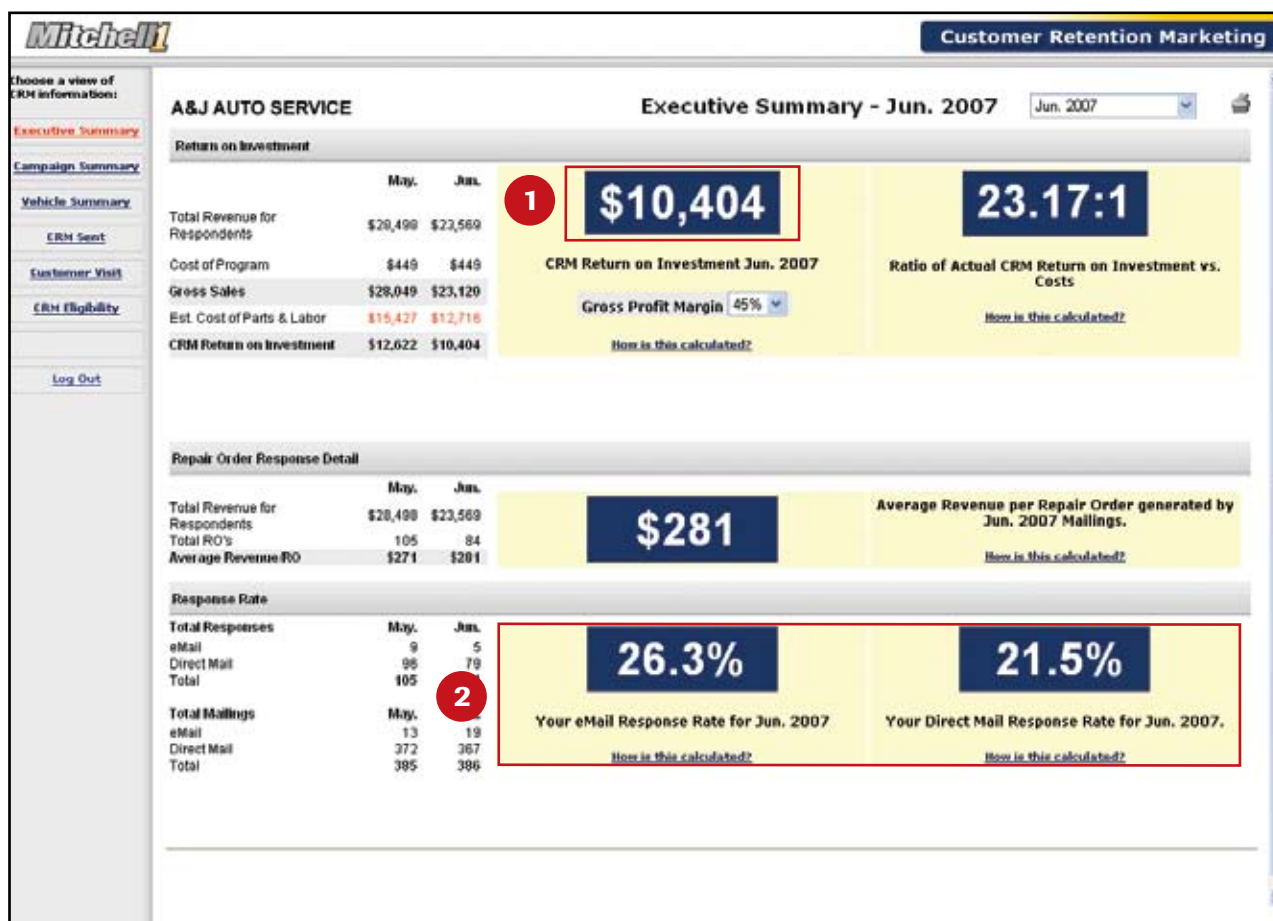


# Your Business

## Executive Summary Reports

The Executive Summary provides a Return on Investment (ROI) snapshot for your CRM business, including your ROI for every dollar spent on the program. The Repair Order Response shows the average repair order value for customers who respond to your CRM mailers.



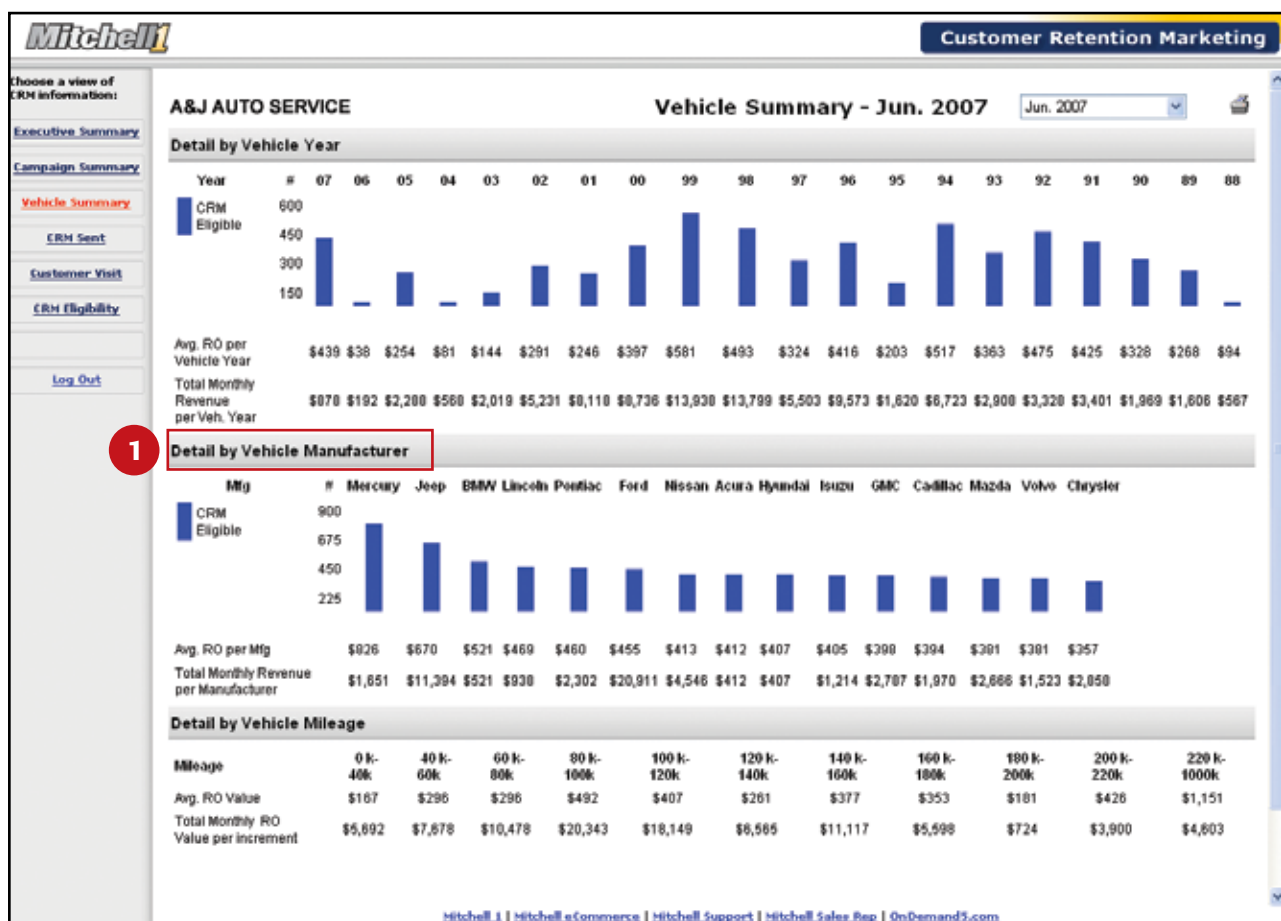
### Report Features:

1. The Gross Profit Margin is an estimate based on your blended cost of parts and labor represented as a percentage of total revenue.
2. The Response Rate section identifies how many customers responded to e-mail and direct mail separately.

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## Vehicle Summary Report

The Vehicle Summary report allows you to track overall trends in your business. Use the Detail by Vehicle Year report to quickly identify your most profitable model years. The Detail by Vehicle Mileage provides insight into the value of customers by mileage.



## Report Features:

1. The Detail by Manufacturer report is sorted by average RO value so you can see you're most profitable vehicle makes.

## Campaign Summary Report

The Campaign Summary report provides a review of campaign activity for each month. Quickly view how many e-mail and postcard reminders were sent for the month. You can also see how many Thank You e-mails were sent out to new customers.

**Mitchell1** Customer Retention Marketing

Choose a view of CRM information:  
[Executive Summary](#)  
[Campaign Summary](#)  
[Vehicle Summary](#)  
[CRM Sent](#)  
[Customer Visit](#)  
[CRM Eligibility](#)  
[Log Out](#)

**A&J AUTO SERVICE** Campaign Summary - Jun. 2007

Campaign	Mail Sent	eMail Sent	Total Sent	#Responses	Response Rate	Revenue Generated
Service Reminder	367	19	386	84	21.8	\$23,569
New Customer Thank You	-	30	30	-	-	-

**1** **21.8%**  
Your Service Reminder Response Rate for Jun. 2007 .  
[How is this calculated?](#)

**\$23,569**  
Your Revenue Generated for Jun. 2007 .  
[How is this calculated?](#)

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## Report Features:

1. The service reminder response rate combines e-mail and postcard responses for an overall program response rate view.

# Your Business

## Customer Visit Report

Use the customer visit report to identify exactly who is responding to your solicitations. You can also use this report to filter out customers that you no longer wish to solicit. Sort by any column to determine trends and identify any opportunities to improve your response.


Customer Retention Marketing

Choose a view of CRM information:

- [Executive Summary](#)
- [Campaign Summary](#)
- [Vehicle Summary](#)
- [CRM Sent](#)
- [Customer Visit](#)
- [CRM Eligibility](#)
- [Log Out](#)

### A&J AUTO SERVICE Customer Visits Detail Report - Jun. 2007

\*Current month is selected. Totals will not reflect a full month of reporting.

Customer	Phone	Vehicle	CRM Sent	Type	CRM Visit	Invoice \$	12 mo. Visits
Mike Jones	858-391-5000	1999 Toyota Tacoma	04/10/07	☞	07/09/07	\$47.24	2
Jack Johnson	858-123-4567	1997 Nissan Pathfinder SE	04/08/07	☞	07/06/07	\$604.13	2
Mary Williams	858-123-4567	1994 Pontiac Grand Am SE	04/24/07	☞	07/11/07	\$674.95	2
Gleve Jones	858-123-4567	1997 Audi A6 Quattro	05/09/07	☞	07/03/07	\$44.30	4
John Brown	858-391-5000	1998 Ford Explorer	05/26/07	☞	07/03/07	\$455.58	5
Gusan Davis	858-123-4567	2003 Dodge Neon SE	05/05/07	☞	07/10/07	\$79.54	1
Barbara Fisher	858-123-4567	1996 Toyota Tercel	05/10/07	☞	07/09/07	\$51.33	1
Chris Arden	858-391-5000	1999 Audi A4	05/19/07	☞	07/11/07	\$26.95	5
Richard Hamilton	858-123-4567	1997 Acura 3.2TL	05/05/07	☞	07/02/07	\$79.54	4
Melissa Miller	858-123-4567	1999 Chevrolet Blazer	06/30/07	☞	07/10/07	\$199.96	7
Scott Edwards	858-391-5000	2000 Toyota 4Runner SR5	06/17/07	☞	07/06/07	\$361.10	6
Will Pierce	858-123-4567	1998 Ford Windstar GL	05/22/07	☞	07/12/07	\$366.50	2
Robert Wilson	858-391-5000	2001 Nissan Xterra SE	05/20/07	☞	07/06/07	\$143.52	6
Arianna Moore	858-123-4567	2004 Ford Focus SE	05/03/07	☞	07/03/07	\$1404.30	3
Marcus Taylor	858-391-5000	1999 Chevrolet Suburban K2500	04/28/07	☞	07/13/07	\$692.45	4
Andrew Jackson	858-123-4567	2001 Honda Civic EX	06/03/07	☞	07/13/07	\$24.58	3

**Monthly CRM Totals**

<div style="background-color: #0056b3; color: white; padding: 10px; font-size: 24px; font-weight: bold; margin-bottom: 5px;">\$7,206</div> <p>Revenue Generated by Non-Loyal Customers.</p> <p style="font-size: x-small;">What does this tell me?</p>	<div style="background-color: #0056b3; color: white; padding: 10px; font-size: 24px; font-weight: bold; margin-bottom: 5px;">71 %</div> <p>Revenue % Generated by Non-Loyal Customers.</p> <p style="font-size: x-small;">What does this tell me?</p>
<div style="background-color: #0056b3; color: white; padding: 10px; font-size: 24px; font-weight: bold; margin-bottom: 5px;">\$10,134</div> <p>Total Monthly CRM Invoice Summary for Jul. 2007.</p> <p style="font-size: x-small;">How is this calculated?</p>	<div style="background-color: #0056b3; color: white; padding: 10px; font-size: 24px; font-weight: bold; margin-bottom: 5px;">3.49</div> <p>CRM Average Return Rate for Jul. 2007.</p> <p style="font-size: x-small;">How is this calculated?</p>

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## CRM Eligibility Report

The Eligibility Report allows you to view your current database configuration for CRM. At any time, you can view exactly how many vehicles are eligible for solicitations and use this data to update your reminder program criteria. The Outside Budget section identifies how many vehicles are outside of your current eligibility due to your current level of CRM. The Potential Solicitation Criteria shows the total number of additional vehicles available for solicitation after budget constraints and parameter adjustments.

**Mitchell1** Customer Retention Marketing

Choose a view of CRM information:

- Executive Summary
- Campaign Summary
- Vehicle Summary
- CRM Sent
- Customer Visit
- CRM Eligibility**
- Log Out

**A&J AUTO SERVICE** CRM Eligibility Summary

Vehicle Eligibility - Level 3 - Max. 1500

	Postal	eMail	Total
<b>In Budget*</b>	1452	48	1500
<b>Outside Budget</b>	50	0	50

\* Based on current CRM package

**Potential Solicitation Criteria**

	Postal	eMail	Total
Outside Vehicle Year Range	0	0	0
Budget Cap (Outside Budget)	50	0	50
<b>Total Potential Customers*</b>	50	0	50

\* Potential Customers available for conversion to CRM by increasing Solicitation Range, increasing Vehicle Year Range, or increasing Budget Level.

**1 Non-Eligible Customers**

No Follow-up	215
No Response	600
No Customer Address	298
<b>Total Non-Eligible Customers*</b>	<b>1113</b>

\* Eligible customers may be increased within management system by increasing the number of customers eligible for follow-up and/or by adding customer addresses. Customers may fall into multiple categories.

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## Report Features:

1. The Non-Eligible Customer section shows you the various reasons we would remove someone from your eligible marketing database.

Phone: **800-410-0529**  
Web Site: **Mitchell1.com/crm**

**Mitchell1**  
Business Performance Services

CRM Reporting provides a snapshot of how your marketing program is working. Measure your ROI and response rates. Identify your best and most profitable customers by vehicle type. Access up to 12 months of activity with just a click of the mouse to identify key trends in your business.

## CRM Sent Report

The CRM Sent Report provides a detailed list of customers who were recently sent service reminders. This report can be used to refine your CRM mailing list based on unique criteria. You can sort by any column to identify customers based on a number of different reasons. You can then target those customers by calling them and scheduling an appointment.

Customer	Phone	Vehicle	CRM Sent	Type	Scheduled Maint. on Reminder	CRM Visit	Vehicle Recommendations
Mike Jones	858-391-5000	1996 Ford Probe GT	06/23/07		132,000	-	
Jack Johnson	858-123-4567	1997 Chevrolet Malibu	04/05/07				RECOMMEND REPLACE BELTS NEXT OIL SERVICE
Mary Williams	858-123-4567	1996 Ford Pickup F250					
Steve Jones	858-123-4567	1992 Honda Accord LX	06/04/07		180,000		
John Brown	858-391-5000	1997 Subaru Legacy GT	06/21/07		115,000	-	
Susan Davis	858-123-4567	1994 GMC Safari	06/15/07		160,000	-	
Barbara Fisher	858-123-4567	1990 Mazda MX-6 LX	06/06/07		185,000	-	
Joseph Fernandez	858-123-4567	2003 Chevrolet Tahoe	06/16/07		36,000	-	
Scott Edwards	858-391-5000	1993 Honda Accord LX	06/23/07		188,000	-	
Will Pierce	858-123-4567	1997 Honda Civic LX	06/06/07		150,000	-	
Robert Wilson	858-391-5000	2002 Honda Accord LX	06/13/07		80,000	-	
Arianna Moore	858-123-4567	1997 Mercury Mountaineer	06/02/07		120,000	-	
Marius Taylor	858-391-5000	1993 Mercury Sable LS	06/08/07		160,000	-	
Andrew Jackson	858-123-4567	2000 Chevrolet Impala LS	06/16/07		84,000	-	

## Report Features:

1. You can view vehicle recommendations at any time.