



***Always There***

*The Only*  
**Personal Assistance Service**  
*Designed Exclusively for the Automotive Industry*

***mystarauto.com***

## What Is MyStar

Give your customers and prospects 24/7/365 access to **YOUR Branded Personal Assistant Service.**

- A State-of-the-art customer retention and marketing tool.
- Added value with no pre-load cost, no inventory and no equipment to install.
- A unique tool to increase the value of your vehicles AND increase F&I production.
- Provide ANYTHING, ANYTIME, ANYWHERE™ all in YOUR dealership's name.
- MyStar Personal Assistant processes capture valuable customer contact information from those who did OR did not purchase from your dealership on their initial visit.
- Market to your prospects and client base with unlimited use of both email and text message marketing platforms.

## How MyStar Works



1 Let every customer know that every one of your vehicles comes equipped with one year of their very own personal assistance service. Give the ones that don't buy a complimentary 1-month Walk-In package that captures their valuable contact information and exposes them to your unique benefit. (Unlimited Walk-In packages are included in the MyStar Program at no additional cost to the dealership)



2 Dealership personnel enters in the customer's name, cell phone number and optional email address. (Entire process takes less than one minute)



3 Customer immediately receives a customized and branded welcome text message and/or email with information on how to utilize the service.



4 Your customers call the toll-free number 24/7/365 for live personal assistance from anywhere in the US or Canada.



5 Callers are greeted by name and are read **YOUR** dealership's customized script by a LIVE assistant:

"Hello Ms. Williams, Thank you for calling {**YOUR DEALERSHIP NAME**} Personal Assistance. This is Amanda. How may I assist you?"

**Caller asks ANYTHING, ANYTIME, ANYWHERE!™**

*(Custom Closing Script)*

"Thank you for calling and remember that {**YOUR DEALERSHIP NAME**} is #1 in customer satisfaction!"

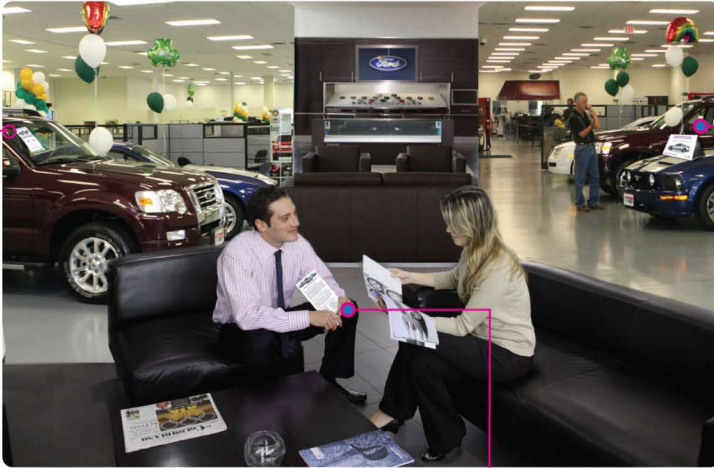
- |                           |                         |
|---------------------------|-------------------------|
| - Directory Assistance    | - Movie Times/Reviews   |
| - Driving Directions      | - Price Comparisons     |
| - Weather Forecasts       | - Product Reviews       |
| - Dining Suggestions      | - Travel Arrangements   |
| - Restaurant Reservations | - Appointment Reminders |
| - Sports Scores/Trivia    | - Emergency Assistance  |

**...and Anything Else Imaginable!**



## In Your Dealership

**Every vehicle includes 1 Year or 360 minutes of your dealership's branded Personal Assistance Service PLUS a complimentary additional year of service to increase the penetration rate of other F&I products.**



Strategically place your customized Tent Card on showroom vehicles and customer waiting areas



Put the customized double sided window sticker on every vehicle in your showroom and on your lot



Give every visitor to your Dealership your customized handout explaining the Personal Assistant benefit

## MyStar Text Message & Email Marketing

The MyStar Program enables your dealership to send out unlimited text messages and emails to your customers thanking them for their business, or send them service reminders and marketing messages.

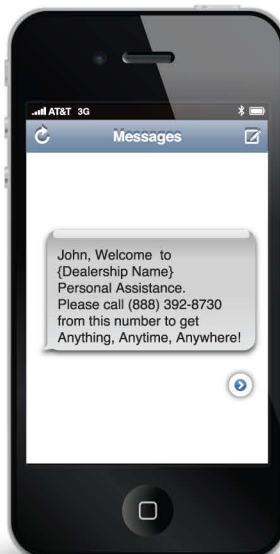
## Marketing Benefits

### Welcome Text

Thank you for visiting {Dealership Name}. Please call (888) 392-8730 from this number to get Anything, Anytime Anywhere

### Thank You Text

Thank you for your purchase from {Dealership Name}. We appreciate your business! Please call us at (214) 555-1212 if you have any questions.



### Service Reminder Text

Our records indicates that it may be time for your vehicle's 30k mile service. Please call {Dealership Name} at (214) 555-1212 to schedule an appt.

### Marketing Text

{Dealership Name} is performing oil changes for only \$14.95 this weekend only. Call to schedule an appointment today! (214) 555-1212



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**877.235.1411**

**[mystarauto.com](http://mystarauto.com)**

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