



P E R S O N A L A S S I S T A N T





Standard MyStar Program Includes:

- 1 year/360 minutes of service
- Additional year to be given away or upsold at the discretion of the dealership
- Complimentary unlimited "Walk-In" packages to visitors
- Private-labeled POS materials
- Unlimited service reminders and text/email marketing
- No contract required

Call Your MyStar Representative for Pricing

Personal Assistance Branded in Your Name


Added Value and Personal Service

Add value to your vehicles with a unique service: access to a live 24/7 personal assistant service branded in YOUR dealership's name. When a car buyer calls the world-class service from their cell phone, a friendly assistant greets them by name and delivers your customized message. After receiving help with any question or task, callers hear your dealership's name again with a tagline, slogan or service special.

Effective, Affordable and Simple

Including a personal assistant service helps close sales. Not just car sales, but also F&I products. Plus, it's cost-effective and easy to issue. No pre-load costs, inventory or equipment to install. Just input the customer name, phone number and optional email into the secure activation website. They'll receive an instant "welcome" text and email. Then they can call and get help with Anything, Anytime, Anywhere[®].





Hello Ms. Williams,
Thank you for calling
[Dealership] Personal Assistance.
How may I assist you?

Instant Connection In and Out of the Car

Anything, Anytime, Anywhere®

Your customers can contact your branded personal assistant service for Anything, Anytime, Anywhere in *and* out of their car. Inside the vehicle, they can call the service hands-free safely via Bluetooth while they're driving. Outside the vehicle, customers can use their cell phone to call the service, send an email or even send a text request from anywhere in the world 24 hours a day.

Customers Promote Your Dealership

Since the personal assistant service is such a unique and useful benefit, your customers will tell others about it. Plus, when they call the service in speaker mode on their cell phone or via Bluetooth in their car, they'll expose your dealership name to everyone with them. It's a terrific marketing tool that generates customer referrals by constantly promoting your dealership.





Turn-Key Customized Marketing Support

Branded Point-of-Sale Materials

Besides offering a world-class personal assistant service, MyStar also helps you promote it. We design and print full-color point-of-sale materials—at no cost to you—that announce the service throughout your dealership. POS materials include unlimited Handouts, Window Stickers, Car Toppers, Activation Forms and Website Banners all customized with your name and logo.

Promotional Messaging System

MyStar includes a simple but powerful text message and email broadcasting system at no cost to your dealership. You can send unlimited automated text messages to your customers after the sale. Send out “Thank you” notifications, as well as service and other reminders that will bring customers back to your service drive. You can also send internal messages to your own employees.

Branded personal assistant service that goes everywhere your drivers go, even when they aren't in the car



The only personal assistant-based sales and satisfaction program designed specifically for the automotive industry

Add value to your vehicles with a truly unique service: access to a live 24/7 personal assistant service branded in YOUR dealership's name.

Every aspect of the service and program is branded. Plus, the personal assistants do all the work, while your dealership receives all the praise.

Dealership Benefits

- No inventory or equipment to install
- Takes less than 30-seconds to issue
- Enhances your "Why Buy Here" story
- Promotes your dealership with every call
- Helps attract and retain customers
- You're "Always There" for your customers

Customer Benefits:

- Provides Anything, Anytime, Anywhere®
- Answers questions on any topic
- Fulfills tasks on their behalf
- Service greets callers by name
- Accessible in and out of the vehicle
- Available in English, Spanish or French



mystarauto.com | 877.235.1411