



8080 Corporate Blvd. Plain City, Ohio 43064. 800-343-0641. www.csicomplete.com

“Thirsty for more repair orders?”

Get ready to drink up! Write more ROs in '04 – and every year to come – when you take action on this *message in a bottle*.

How? With a proven program that will multiply your referrals and keep customers coming back year after year. What's more, you'll have a powerful, knowledge-based sales tool for aggressively growing your business. Read on for more details!

Mr. Dee Baskerville
Auto Hound
835 Eighth Avenue North
Seattle, WA 98109

Get a handsome FREE gift just for talking with me. Plus, start your CSi Complete program by 3/31/04 and you'll receive one full month of service at NO CHARGE. Give me a call today at **800.343.0641 x117**.

Dear Dee,

You know the math.

A happy customer will tell 3 people about your shop. An unhappy one will badmouth you to as many as 10 or 20 people. And how many people do you think those people will tell?

Now here's the good news:

You can fight back with CSi Complete's Customer Satisfaction Indexing Reports. The “secret weapon” used by hundreds of top shops nationwide and in Canada.

At CSi Complete we've been providing actionable, third-party Customer Satisfaction Index Reports to the collision repair industry for 10 years. And most of the customers that started with us are *still* with us.

Why? Because they've seen the value and reaped the benefits of the substantial ROI our services can and *do* deliver. Just look at what our customers are saying:

“At Dave Adams, we are pleased with the service of **CSi Complete**. Calling the customer gives us a chance to see how we are doing and elevate the sales of our shop.”

Dave Adams – *Dave Adams Classic Auto Repair – Lehi, UT*

CSi Complete gives me the information to retain an aggressive position and grow... I love it!” **Leonard Lassak**, President – *Thoroughbred Collision Center – Auburn, WA*

“After thirty years in the collision repair industry I have seen some wonderful things

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occur – things that make me proud to be part of this great industry. One is a tool that stands out that gives you an opportunity to turn mediocre into outstanding. That tool is **CSi Complete**... Thank you CSi Complete!" **Clark Plucinski** – Executive Vice President *True2Form Collision Repair Centers – Cleveland, OH*

Thank you Dave, Leonard and Clark! Thanks to great customers like these and the profitable results we deliver to them...CSi Complete is now the industry's leading phone-based provider of customer satisfaction indexing services.

What's more, in *CRI Insight Magazine's* June, 2003 survey our own customer satisfaction index ranked the highest among all phone-based providers of CSI. I think a big reason for this is that – unlike our major competitors – we do not outsource any of our work.

Instead, we conduct, monitor and supervise all of our surveys using our own skilled and highly trained employees right here under one roof in our company-owned facility in Plain City, Ohio (a suburb of Columbus).

The bottom line? CSi Complete can help you –

- ✓ Build repeat business
- ✓ Increase your referrals and word-of-mouth advertising
- ✓ More aggressively and profitably grow your business.

How does it work? How much does it all cost? (Hint: it's probably less than you're paying your coffee service). You'll get the answers to these and other questions when you give me a call at **800.343.0641 x117**.

And just for talking with me I'll send you the handsome World Time Clock Calculator shown here. This stylish, removable precision instrument sits in a classic wood base and includes such features as world time, calculator, timer, alarm and calendar. A classy and welcome addition to any desktop it's yours FREE when you and I "get together" over the phone.



So give me a call today, OK?

Thanks for reading my letter. I look forward to talking with you soon.

Sincerely,

A handwritten signature in cursive script that reads "Erich Keller".

Erich Keller
Director of Sales

P.S. At **CSi Complete** we're doing Leap Year one better by giving all new customers that respond to this offer a FREE month of service. Just start your CSi Complete customer satisfaction indexing by March 31 and you'll get 13 months of service for the price of only 12! So pick up the phone and give me a call at **800.343.0641 x117**.



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“How to write more repair orders while lowering your overhead and improving workplace performance. And you can take that to the bank!”

Mr. Dee Baskerville
Auto Hound
835 Eighth Avenue North
Seattle, WA 98109

Special, limited time Leap Year promotion. Receive 13 months of service for the price of 12 when you start your CSI Complete Program by 3/31/04. Plus, I'll send you a nice gift just for talking with me. Give me a call today at **800.343.0641 x117**.

Dear Dee,

Why am I sending you this brand new bank deposit bag?

To dramatize the fact that CSI Complete can help your shop bank more profits.

As I said in my “Message In A Bottle,” our services will ensure that your customers are happy and that any problems are quickly taken care of. This will keep people coming back to your shop for a long time. And produce a steady flow of profitable referrals. But there are a lot of other ways you can profit from CSI Complete’s services.

For example, here are three:

1. Use CSI to reduce your “comeback” rate. (I call it the “Comebackinator.”)

As you know, when a customer is unhappy AND has to come back to your shop for unbillable work on the same job...those comeback costs can take a big bite out of your profits. With CSI Complete’s CSI service you’ll be able to drive down your comeback rate.

In fact, many of our customers enjoy a healthy first-year payback on this single factor alone.

Add in the service recovery bucks you’ll be able to recoup and your ROI can be substantial. For more detailed information take a look at the enclosed *ProfitLink Worksheet*. Then give me a call at **800.343.0641 x117** to find out what kind of ROI *your shop* can expect to earn.

2. Use CSI as a tool for measuring, improving and rewarding employee performance.

Many of the shop owners and managers I work with consider their people one of their most valuable assets. And, at times, their biggest headache. If this is the case with you, you’ll be pleased to know we can be a big help with the headache part. Because as an unbiased third-party that solicits and records feedback about every major aspect of your customer’s experience...we’re uniquely qualified to provide you with actionable information.

Information you can use for incentive plans, performance reviews and motivating, coaching and training your team to improved levels of performance.

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Now, here are 2 important facts you should know: (1) All CSi surveys are digitally recorded and kept on file for two full months. If you ever want to hear a specific call just let us know. If it's within that two month time frame we'll email you an electronic file of the entire conversation.

(2) We complete surveys with at least 70% of the names you give us. This means that any actions you take will be based on feedback from a majority of your customers. For a final note on using CSI as a management tool here's one of *our* customers.

"From the onset, CSI is a method of managing performance. A significant amount of our compensation is tied into performance results. Our managers are highly motivated and expected to bend over backwards to satisfy the customer...."

Tim O'Day – COO – Gerber Collision and Auto Glass – Skokie, IL

The bottom line? With CSi Complete's services in place your entire staff will be more customer-focused. And that will improve your shop's bottom-line performance.

3. Use CSI as the cheapest, most effective, marketing and advertising tool you're ever likely to come across.

You've probably heard the expression, "'They say' advertising is better than 'we say' advertising." And what type do you think works best with insurance companies? With your CSi Complete program in place – and good work on your part – you'll have solid, unbiased, documented evidence that your shop does quality work. And you'll be sure to get your share of insurance company referrals.

Here's what Mr. O'Day says: *"Our insurance partners like having that data....We have used it to create some unique marketing reports, using customer testimonials."*

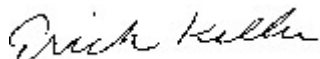
Not a big fan of DRPs? Use your CSI reports and high percentile ranking to market your shop to independent insurance agents, dealerships, paint company networks, information provider networks, performance group networks and other independent networks.

Got a web site? Post feedback from your reports on your site. Let people see, in your customers own words, how great it is to do business with you. Plus, I've got 2 more very savvy ways you can use testimonials that I'll tell you about when we hook up on the phone.

Man, I'm just getting warmed up and I'm running out of space. Look, give me a call will you Dee? I promise you, when you work with CSi Complete you really will PUT MORE MONEY IN THE BANK. You can reach me toll-free at **800.343.0641 x117**.

Thanks for reading my letter. I look forward to talking with you soon.

Sincerely,



Erich Keller
Director of Sales

P.S. Remember, start your CSi Complete service by 3/31/04 and you'll get 13 months of service for the price of 12. Plus you'll get a nice gift just for talking with me.



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Get 1 month of service for FREE.

“Can do?” Yes!

CSi Complete CAN help you run a more profitable business. But that’s just me talking. YOU be the judge. Take a hard look and you’ll see for yourself why more than 2500 shops in 47 states and 2 Canadian provinces rely on CSi Complete’s top-rated CSI service.

Mr. Dee Baskerville
Auto Hound
835 Eighth Avenue North
Seattle, WA 98109

“In case you’ve been throwing my letters into the trash, I wanted to do it for you this time. But before you trash this, my final letter, consider the story of A. Pake Zane. Why? Because it’s relevant.”

Dear Dee,

A. Pake Zane found a box of stone artifacts in the garbage outside an Oahu, Hawaii home.

They looked interesting so he hauled them off.

A couple of weeks later he sold that “trash” for a cool \$1,000!

Moral of the story? Take a second look before you throw something away. Because sometimes that trash can put money in your pocket. For instance, while you’ve been trashing my letters other shop owners and executives have been happy to talk to me.

Now here’s my point. As you know, over the last several weeks I’ve written you and called you several times. So far, to no avail. And quite frankly I’m a little puzzled.

I know you had to have noticed my mail. After all, how many *messages in a bottle* and bank bag mailings have you ever received? Right. I kind of figured mine were it.

Plus, I packed each letter I wrote you with detailed, fact-based information. And each letter made a solid case for how CSi Complete can help you run a more profitable business. For example, I said that when you work with CSi complete –

- ✓ You’ll be working with the industry’s top-ranked, phone based provider of CSI. That FACT comes by way of an independent survey conducted by *CRI Insight Magazine*,

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the results of which were published in the June, 2003 issue of the magazine.

- ✓ All of your CSI surveys will be conducted, monitored and supervised by our own skilled and highly trained employees in our own company-owned facility in Plain City, Ohio. This means (1) higher quality survey work (2) better customer service for you.
- ✓ It won't cost you an arm and a leg. Truth be known, the annual cost of CSi Complete's top-ranked CSI service is probably less than you're paying your coffee service.
- ✓ You'll have a proven, multi-purpose tool that you can use to improve the profitability of your business. Use CSi Complete's CSI service to (1) build customer loyalty (2) increase word-of-mouth advertising and referrals (3) cut comeback costs (4) more effectively manage, motivate, and reward employees (5) more cost-effectively market, advertise and sell your shop and its services.

“But I’m using reply cards. They’re cheap and they seem to get the job done.”

Yes, they *seem* to get the job done. But do they really? While reply cards are better than nothing, they have several major drawbacks:

1. Response rates to reply cards are almost always lower
2. Research shows that customers who respond to reply cards are typically either very happy or very angry. So reply cards generally won't give you a true indication of your shop's CSI. Consequently, their value to you in providing real insight and actionable information to grow your business is limited.
3. The inherent time delay that comes with using mail. By the time you hear back from a dissatisfied customer it may be too late to save the relationship. Plus, negative word-of-mouth “broadcasting” will have already taken place.

Dee I really don't know what else to say. I've done my dead level best to give you enough detailed and relevant information...for you to see that spending a few minutes on the phone with me is a very worthwhile investment of your time.

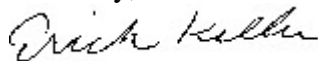
And once you've done your best that's all you can do, right?

So how about it? *Can do?* Give me a call at **800.343.0641 x117** and let's talk.

Let's talk about how CSi Complete can help you and your business get more, have more, do more, sell more, grow more in '04!

And every year to come.

Sincerely,



Erich Keller
Director of Sales

P.S. Get 13 months of service for the price of 12 with this special Leap Year promotion. Plus you'll receive a nice gift just for talking with me. Why not give me a call right now while you still have this letter in your hands? You have everything to gain and nothing to lose.

CSi Complete Enters New Dimension With Mailers

By Scott Hovanyetz

A three-stage dimensional mail campaign for market research call center CSi Complete has netted nine clients since its launch in February.

The business-to-business campaign was dimensional because it featured ordinary objects — a sport water bottle, a bank pouch and a mini-trash can — rather than flat printed pieces. Nevertheless, the whole campaign, conducted over about three weeks in February, cost only “a couple thousand dollars,” said John Webb, vice president of marketing for CSi Complete, Plain City, OH.

Creative agency Positive Response, Dublin, OH, and its president, Ernest Nicaastro, designed the mailers, sent to 300 BTB prospects. CSi Complete, whose sales cycle can last months, expects five to 10 more sales by August when it will consider the campaign finished.

CSi Complete is a 55-seat call center serving auto collision repair and insurance businesses. It conducts follow-up calling to customers of its clients, measuring their satisfaction and data for other uses such as incentive programs, employee coaching and training and tracking behavioral changes.

The mailers dropped about a week apart. The first was a 32-ounce water bottle containing a letter. The mailer bore CSi Complete's logo and contact information with the headline, “Thirsty for more repair orders? Get ready to drink up!”

The second stage was a bank pouch imprinted with the words “PUT MORE MONEY IN THE BANK.” It arrived in a 9-by-12-inch full window envelope with the imprinted side of the pouch facing the window. The pouch contained a letter, this time with the headline, “How to write more repair orders while lowering

your overhead and improving workplace performance. And you can take that to the bank!”

The third and final piece was a metal mini-trash can. Mailed in a box, the can contained a wadded-up letter with the headline, “Can-do? Yes!” and included copy that read, “In case you've been throwing my letters into the trash, I wanted to do it for you this time.”

CSi Complete previously had done limited promotional mailing, Webb said. Its DM activities had included postcards sent in advance of trade shows in which CSi Complete would be exhibiting.

Webb said he decided to try a more complex mail campaign when he got mailers from Positive Response offering its creative services. One piece Webb received was a water bottle.

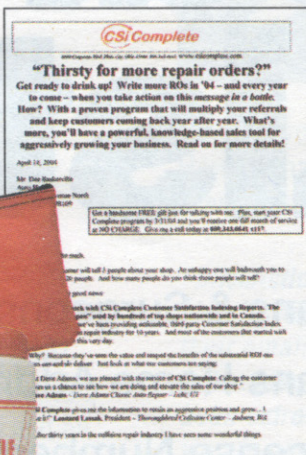
“It worked on me,” he said. “I figured it might work on somebody else. They are creative and impossible to ignore.”

Immediately after each piece, CSi Complete agents conducted calling to arrange teleconferences with prospects. Administrative staff also fulfilled the mail campaign themselves, further reducing costs.

The telemarketing follow-up featured two offers. One was for an engraved World Time Clock Calculator for those who agreed to a teleconference

while the other was for 13 months of service for the price of 12 to those who signed up for the service by March 31. CSi Complete was able to contact 270 of the 300 prospects it mailed. Of those, about 120 remain in the sales pipeline as potential customers, Webb said.

CSi Complete customers generally are long term, so each new customer win is significant, he said. Billing varies by call volume, but customers generally pay about \$2,200 a year for CSi Complete's market research service. ■



**The effort has brought
nine new clients, with
as many as 10 more
expected by August.**



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All items available through Positive Response. Call or email for pricing info or other questions. If e-mailing for pricing please state quantity. Minimum order for each item is 100 units...with the exception of the bank bag, which is 150.

