

MediaTrac's LoyaltyTrac Platform to Power CIMA Loyalty Rewards

Well managed loyalty programs with superior customer interaction and follow-up can result in members spending on average twice as much per year as compared to non-members.

MediaTrac™, a leading provider of customer loyalty and retention programs for auto dealerships, has announced that it has signed an agreement with CIMA Systems to use

MediaTrac's leading rewards-based loyalty and retention

platform, LoyaltyTrac, to power a new comprehensive multi-level customer loyalty rewards program: CIMA Loyalty Rewards. CIMA Loyalty Rewards will be marketed by CIMA Systems and provide auto dealers with a fully integrated suite of tools to institute a customer loyalty program and manage the program with superior customer interaction and follow up. CIMA Loyalty Rewards will help grow Sales and Service business, while increasing customer loyalty and retention.

"It has always been our policy to listen to our dealers and add the best in technology to help them stay competitive. Our dealers have asked for us to provide them a loyalty rewards program and we teamed up with MediaTrac's LoyaltyTrac due to their advanced technology in this area. The addition of CIMA Loyalty Rewards to our existing product set allows us to continue to remain the most advanced and complete Owner Marketing Communications System in the industry. CIMA Loyalty Rewards enables dealers to manage every possible customer touch point, be it email, phone, text, social networks, blog, loyalty rewards, etc. Dealers now have the most comprehensive and effective loyalty rewards program on the market," said Gary Nixon, President and CEO, CIMA Systems.

CIMA Loyalty Rewards works as follows: The LoyaltyTrac rewards-based loyalty and retention platform comes into play at the beginning of the cycle with the purchase of a vehicle or a visit to the service lane. Taking a page from the American Express card program, the customer has the choice to receive a no-cost base loyalty membership or can upgrade to a silver, gold or platinum-level membership, all which have additional premium program benefits. Members embrace the program because they earn points for each dollar spent which can be redeemed for future services and vehicle purchases.

"LoyaltyTrac service reward members spend on average twice as much per year as compared to non-members because they visit the participating dealership twice as frequently as non-members do," commented Michael Gorun, Managing Partner at MediaTrac. "CIMA has the best customer lifecycle management technology in the industry. Joining the two together and creating CIMA Loyalty Rewards will provide a powerful new tool for CIMA dealers. I am excited to see the boost in results I am sure CIMAdealers will soon be enjoying."



Building Customer Loyalty
Through Innovative
Communications