



On Track to Improved CSI

Parts and Service Solutions

U.S. and Canada

Satisfy three needs – vehicle dispatching, advertising, and managing CSI – by utilizing one quick and professional solution.

Service Evaluation

ScanTRAX CSI not only transforms your current dispatch tag into an effective advertising piece but also incorporates a process to easily evaluate customer data and improve CSI scores. This valuable management tool helps you track and improve your CSI through a customer feedback card that is used to compile online reports for each service advisor.

Effective Tags

ScanTRAX CSI offers two customizable formats, a numbered hangtag or an unnumbered hangtag, you can use to improve CSI and generate sales. Each format comes printed in full color and is highly customizable. The versatility of the system enables you to:

- Easily collect valuable CSI data by providing response cards with prepaid postage, paid by Reynolds, to your customers.
- Increase service visits and sales by displaying special offers or promotions.
- Reinforce your brand image and improve customer relationships with custom images and personalized messages.



ScanTRAX CSI®

Powerful Reporting

Make adjustments to improve your CSI with detailed reports compiled from customer feedback cards. Once completed, the postcard questionnaires are mailed to our processing center for data retrieval. A color scanning system accurately records the responses. Use the monthly ScanTRAX CSI tracking report to:

- Evaluate accurate response data from computer-scanned comment cards.
- Examine concise, bar-graph reports online at your own password-protected Web site.
- Compare service advisor efficiency and success against the dealership average for the month and quarter.
- Review trend movement with detailed reports and CSI trending charts.
- Receive "poor" responses immediately via e-mail to quickly address problem areas.

Reward Success

Improve employee morale by rewarding dedication and hard work with recognition certificates. Track which employees deserve special honor and:

- Award employees that have gone above and beyond the call of duty to improve your dealership.
- Proudly display scores on professional certificates.

Combine your need for a dispatch system with a convenient method to gather CSI data and acknowledge your successful employees. Get on track to improved CSI with ScanTRAX CSI.



Easily track customers' comments to identify where your dealership can improve.

ScanTRAX CSI®

"ScanTRAX saves us money and time by combining dispatch tags with a process to improve our CSI. ScanTRAX also allows our customers to comment honestly and anonymously without fear of confrontation compared to phone CSI systems. We've been so successful increasing our CSI scores using ScanTRAX, we've just implemented ScanTRAX in our new sister store."

Chris Case, Service and Parts Manager
DCH Toyota of Oxnard
Oxnard, CA

For more information about ScanTRAX CSI, please contact your Reynolds Document Consultant, call 800.344.0996 (US) or 800.247.9934 (Canada), or e-mail ids_mktg@reyrey.com.

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