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Auto Maintenance Corporation Case Study

PROBLEM:

A large auto maintenance shop that has 80 locations throughout the US wanted to pool their resources to run a direct mail program for all of their franchisees. Due to so many different markets there were discrepancies as to which offers to print on the card and at what discount those offers would be listed. To compound the problem each location was operating on a POS system that was autonomous so the customer data was not in a central repository.

OBJECTIVES:

Their objectives were to create a direct mail campaign that would meet the needs of corporate to control cost, provide a nationwide marketing campaign that managed their identity but at the same time honored the owners' input and gave some control back to the franchisees. In addition they wanted to automate the data exchange so they could reduce the manual collection of data and improve the time to market.

SOLUTION:

OBRIEN presented a customized web based solution that allowed each location to choose 4 offers out of a predetermined 40 offers set by corporate. Each location could then set the price or percentage discount that made sense for their particular market situation. OBRIEN then produced the color post-cards in bulk and digitally imprinted the specific offers, store locations and addresses for mailing. OBRIEN also created an automated interface with the POS system so each location had their customer data automatically transferred to a secure central repository on a weekly basis, eliminating the timely process of generating and sending the files to corporate and allowing shop owners to concentrate on managing their shop. This solution reduced the overall cost of their direct mail campaigns as well as provided corporate the ability to give their franchise owners input and control all while controlling the integrity of their brand and improving their time to market.