



Service Club

introducing our unique loyalty programme for
Dealers' customers

The concept is simple, make servicing cheaper by saving money for your customers on their day-to-day living costs. Ideally, save them so much it's free!

How it works...

'Service Club' members get access via the Dealers website to a Dealer branded site full of discounts, promotions and special offers. The customer inputs their username and password and this then gives them access to their own personalised area where they can take advantage of the huge range of saving opportunities.



How much can your customers save?

The savings a customer can make through 'Service Club' could be anything up to £1,000 per annum, but savings vary depending on how much customers use the site and how much they spend. To help them save more there are handy tips on each area on how to get the most from the site and monthly emails can be sent on your behalf if you want us to help promote 'Service Club' on your behalf.

What areas can customers save on?

- Supermarket Shopping – get **5% off** your weekly shop
- High Street Discounts – get up to **10% off** High Street shopping
- Vouchers and Offers – Quick search for the best in two for one and money off offers
- Legal Cover – Free legal cover **saving £25**
- Home Utility Savings – Easy access to gas, electricity and telecom comparisons
- Holiday Offers – **Savings** on hotels, holidays and country cottage rentals
- Theme Park Savings – **Discounts** on family days out

Call us to arrange a walk through the site and benefits...

Marketing 'Service Club'

'Service Club' is designed to make selling service plans even easier at point of sale and building your customer loyalty and brand. Having the site open on a tablet enables an easy view of the range of benefits available and the retailers participating in the programme are all household names. This creates palpable excitement when making the sale but there are restrictions on advertising specific named deals, so you can't just advertise 5% off at ABC Supermarket or High Street chain.

What does 'Service Club' cost?

A small increase in monthly cost gives your customer access to up to £1,000 in annual savings. Whether or how you pass on that charge is up to each individual Dealer to decide.