

60-SECOND BREAKDOWN: THE CSI INTERCEPTION FUNNEL

A turnkey third-party solution to protect factory incentives and stop the 'Polite 8' from tanking scores.

The Problem: The 'Polite 8'	The Solution: Early Interception & Education
Customers think an 8/10 or 9/10 is a great score. Manufacturers treat it as an absolute failure (0%). A handful of these misunderstood surveys can instantly strip a dealership of thousands in volume bonuses and premium vehicle allocation.	We intercept your buyers via SMS 24-48 hours post-purchase. Happy buyers are educated on the OEM's binary grading system before the official survey lands. Dissatisfied buyers are caught and routed to you immediately.

The Automated Workflow Blueprint

Phase	Action & Messaging Blueprint	Result / Logic
1. Pulse Check (24-48 Hrs Post-Sale)	Automated SMS outreach to check on the buyer's new vehicle. <i>"Hi [Name], this is [MyName] on behalf of [Dealer]. Congrats on your new ride! On a scale of 1-10, how was your overall dealership experience?"</i>	98% SMS Open Rate ensures immediate, massive engagement compared to email filter traps.
2. Risk Intercept (Score 1 - 8)	Buyer reports any friction or scores less than a 9. Action: System stops the funnel and instantly fires an automated alert to your management team.	CRITICAL ALERT Gives you a clean 3-to-5 day window to resolve the issue before the OEM survey arrives.
3. OEM Education (Score 9 - 10)	Buyer confirms they had a flawless experience. <i>"Awesome! In a few days, [Brand] will email an official survey. OEMs use a pass/fail system—anything under a 10 is an F. If we earned it, please give us a 10 to protect our local team!"</i>	Stops the 'Polite 8' Turns happy customers into perfect scores by explaining the real rules.

The Math: Why \$299/mo is an Absolute No-Brainer

Assuming a standard volume store selling 100 vehicles a month, a single missed survey that drops you below your regional benchmark can easily strip away **\$10,000 to \$50,000+** in manufacturer turn-and-earn volume bonuses or co-op marketing cash. At \$299/month, saving just **one survey per year** yields a 1,000%+ return on investment. We absorb the operational headache, and your team gets to focus entirely on closing deals.