

# How a Canadian Automotive Maintenance Service Company Achieved Lift in Customer Engagement Metrics by Leveraging Data to Create a Personalized Experience

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Former Director, Customer Experience & Engagement,  
Mr. Lube Canada



## Andrea Shaikin

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Former Director of Customer  
Experience & Engagement,  
Mr. Lube Canada

# Who is Mr. Lube?





# The Challenge



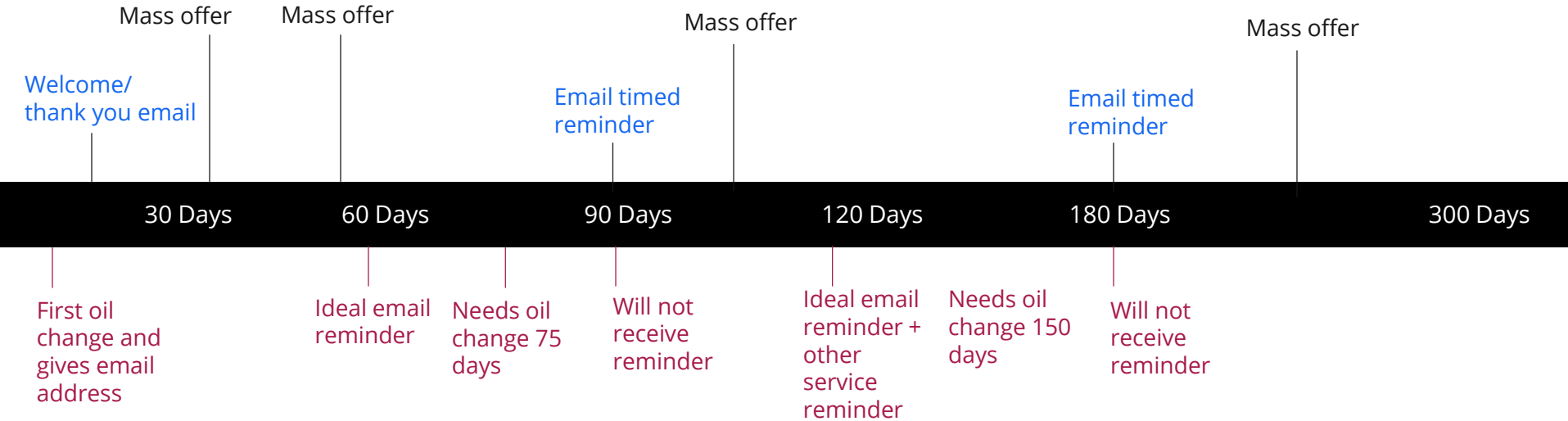
#Sherpa17



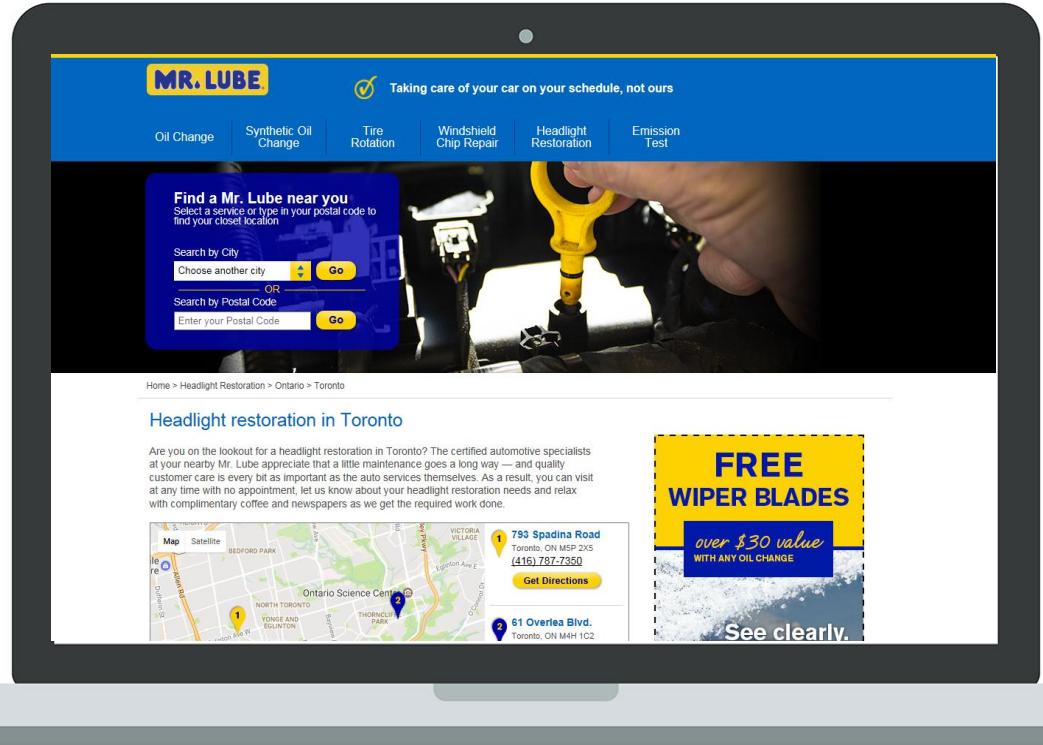
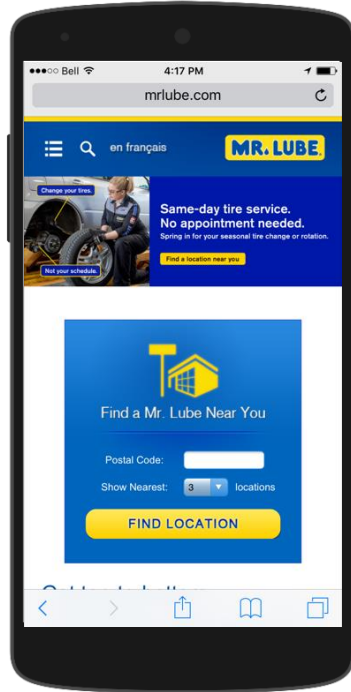
# In the Customer's Shoes



# Experiencing the Customer Journey





# Added SEM Landing Page





# Added Services and Improved Promotion Strategy

**MR. LUBE**



*Get* ~~Schedule~~  
your spring  
tire change  
*today!*

**NO appointment needed!**

Hi Andrea,

It's time to put Spring Tires on your 2010 HONDA ACCORD!




Bring your vehicle back for a same-day tire change at your local Mr. Lube! Why plan weeks ahead when you can get service when it's convenient for you?

[Get Directions to Mr. Lube](#)

We appreciate your business and look forward to seeing you soon!

Take good care,

Meredi Acleure, Assistant Manager  
336 Russland Road East Unit #1  
Aix, OH, 44125-0125  
[440-886-9222](tel:440-886-9222)  
Mon-Fri 8 am-6 pm, Sat 8 am-6 pm, Sun 9 am-6 pm



**MR. LUBE**



**CHANGE  
YOUR OIL  
CHANGE  
YOUR WIPERS**

**FREE**  
pair of Michelin® Hybrid wiper  
blades with any oil change

Come in with your coupon for an oil change by October 18 and you'll get a free pair of \$30 Michelin® Hybrid wiper blades.

- Trusted Michelin® brand
- "Smart Flex" design adapts to your windshield's shape
- Streak-free and quiet

**FREE** pair of Michelin®  
Hybrid wiper blades  
with any oil change package

Offer not available at Mr. Lube locations in Walmart.  
Click for details. Expiry: October 18, 2015. Code: 9281

[Click to print](#)



# Enhanced Social Media



# Updated Customer Feedback



# Legacy vs. Advanced


"Legacy" Program	"Advanced" Program
Point of Sale Data	Ecosystem of Relevant Customer Information
Mobile Compatible	Device Optimized/ Responsive Design
Generic Template	Stronger Images
Rigid Content	More Engagement
Some Manual Intervention	100% Automated




# Data Used for Advanced Program

1. Vehicle mileage between services drives cadence = each customer has unique message journey
2. Data used to identify Mr. Lube customers vs. those who had non-oil change services
3. Calculates next Mr. Lube date based on prior visit frequency, mileage and history
4. Email governance based on next Mr. Lube date calculation rather than prior visit date

# Example “Legacy” vs. “Advanced” Emails



Take good care.



Thanks!

Dear Andrea Shaikin,

Hey! It's us, Mr. Lube.

We just wanted to say thanks for rolling in to our SALEM RD & KINGSTON RD, AJAX store and we hope the service to your 2010 Honda Accord went above and beyond your expectations. We'd love to hear about your visit, so please reply with your thoughts or call customer service toll-free at 1.866.MRLUBE1 (675.8231).

We look forward to seeing you again.



Take good care,


Ricky Ghajminger  
Area Manager  
270 Kingston Road East RR#1  
Ajax, ON L1Z 1G1  
(905) 424-7343  
Mon-Fri 8 am-8 pm, Sat 8 am - 6 pm, Sun 9 am-5 pm

You are receiving this email because you are a member of the Mr. Lube Club (registered via license plate ON-ARRD121) and have opted to receive emails from Mr. Lube. If you prefer not to receive emails from Mr. Lube at this address, please [unsubscribe here](#).

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Hi `%%FirstName%%`,

It looks like your `%%VehicleYear%%` `%%VehicleMake%%` `%%VehicleModel%%` might have been due for service recently! According to your records, your vehicle was scheduled to come in last month.

Stop by your neighborhood Mr. Lube location soon for a quick warranty-approved oil change, or take advantage of our other maintenance services... no appointment required!

Log into your Mr. Lube Club profile to view the service history for license plate `%%LicensePlate%%`.

[View My Service History](#)

# Results



## 222% Relative Increase in CTR

*The optimized version increased clickthrough rate by 222%.*

Treatments	Open Rate	Relative Difference	Clickthrough Rate	Relative Difference
"Legacy" Program	34.5%		3.35%	
"Advanced" Program	44.5%	28.9%	10.8%	222%



# Results



**222%** Relative Increase in CTR

*The optimized version increased clickthrough rate by 222%.*



**29%** Relative Increase in Open Rate

*The optimized version increased open rate by 29%.*



**20%** Relative Decrease in Bounce Rate

*The optimized version decreased bounce rate by 20%.*

# Getting Buy-in



## Key Takeaway



Marketing is about more than hitting numbers; it is about engaging people.  
(both inside and outside your organization)







# Thank You!

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