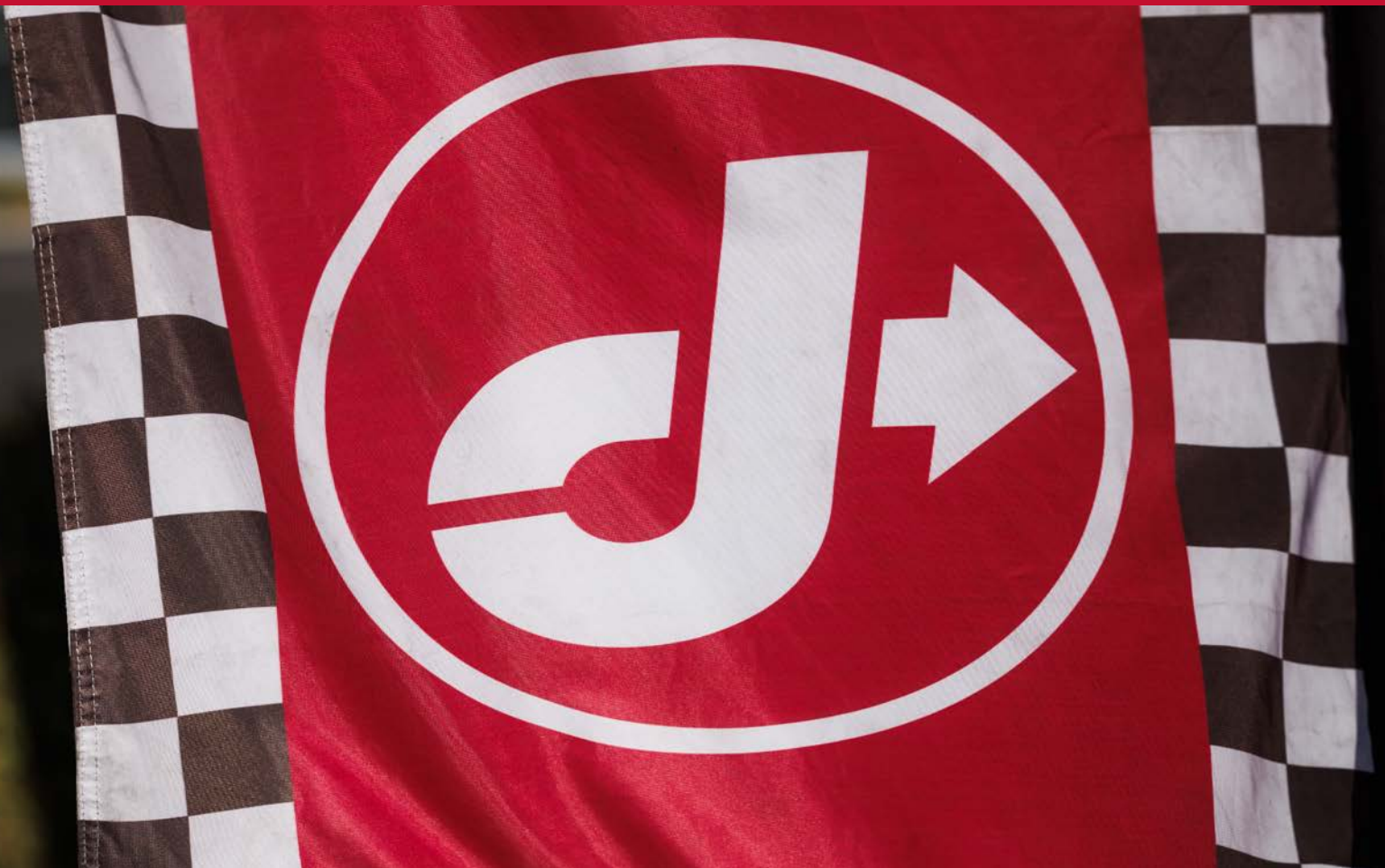




LINE

Jiffy Lube Association of Franchisees

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Vendor Spotlight: Throttle

The Invisible Leak: Why Most Shops Undervalue Their Lost Customers

By Jeff Tremper, SVP, Matrix Imaging Solutions

Most shops have a plan to bring in new customers. It might be coupons or specials to reward loyalty. But what about those who quietly stop coming back? Too often, they slip through the cracks.

Lost or lapsed customers aren't random cold calls—they're revenue you already earned and then let walk. You probably didn't even notice it happening. They didn't complain or cancel. They just stopped showing up.

Lost customers aren't strangers. They've been in your shop. They've met your team. That makes them far more likely to return if you give them a reason.

Why Win-Backs Matter More Than Most Shops Think

It costs six to seven times more to gain a new customer than to keep one you already had. Yet most shops focus on bringing in new business—not retaining or reactivating the customers they've already earned.

The effort to retain often stops at a coupon or loyalty reward. When that doesn't work, too many shops have no next step. That's where reactivation comes in.

According to the WinBack Labs 2023 study, nearly half of returning customers spend more than they did the first time. Sales cycles? Over 70 percent shorter. You can close three win-backs in the time it takes to land one new lead.

More than half of win-back campaigns in that same study were run using just email or phone calls—with no hard costs at all.

Reactivation is faster, cheaper and often more profitable than acquisition. But it rarely gets the same level of planning or follow-through.

What Most Shops Miss: Why “Lost” Doesn't Mean Gone

Many customers don't formally leave. They just stop booking. And it's easier to bring them back than most shops realize.

Why do they disappear? Maybe it was a competitor's coupon. A long wait. A service hiccup. Sixty-two percent of consumers lose trust after a poor experience or communication—but most don't say a word. They just walk.

That's where outreach matters most.

“If you're not regularly sending your customers emails, texts and postcards with coupons, it almost opens the door to your competition to try to get them.” – Automotive shop owner

These customers know your brand. They know where you are. You don't need to reintroduce yourself. If they left because something went wrong, let them know it's been fixed—and that their feedback helped.

The right message can do more than recover a sale. It can rebuild trust.

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Reactivation That Works: Timing, Messaging and Channels

How do you know when a customer is at risk? It starts with your own data. Visit frequency varies by service type, so watch for customers who go longer than usual between visits. When a gap appears, act. It doesn't have to be elaborate. A short note, a relevant offer or a thank-you message can reset the relationship.

What works?

- Email is efficient and cost-effective.
- Text is great for reminders or limited-time offers.
- Mailers help when inboxes are ignored.

And keep it simple. A clear offer often outperforms a long explanation: "We haven't seen you in a while—book this week and your oil change is on us."

If you're giving incentives to new customers, it makes even more sense to extend that to the ones who have already chosen you.

Don't Overthink It—Just Start

Most shops don't lose customers intentionally. They just don't have a system for bringing them back.

Start simple. Use your own service history to flag customers who've gone quiet. Reach out with a clear offer. Follow up. Measure what happens. You don't need new tools or a big marketing push. You need a plan—and you need to treat reactivation with the same priority as acquisition and retention.

Lost customers aren't a lost cause. They're an open door—or a leak you can still catch. All you have to do is knock.

Throttle®, a product of Matrix Imaging Solutions, is a complete, intelligent marketing communications tool. Throttle helps automotive companies stay in close contact with their customers throughout the customer journey with timely, omnichannel communications and service reminders based on their unique driving habits and service history. From acquisition through retention, Throttle takes the guesswork and labor out of customer communications while freeing up the shop staff's time. Throttle uses multiple touchpoints including texts, postcards and emails, allowing users to easily generate a year-round marketing program that keeps their brand top of mind and customers coming back for more.

Scan here to watch our video and to schedule a demo:





THROTTLE
a product of **Matrix Imaging Solutions**

Take the guesswork and labor out of customer communications.

Throttle® keeps you connected to your automotive customers throughout the year with timely, omnichannel communications and service reminders throughout the customer journey, based on their unique driving habits and servicing history. By interfacing directly with your POS system, Throttle helps you keep your brand top of mind while you manage your shop(s).

Benefits

- Increased Google Reviews with Thank You Text Notifications (Up to 200%)
- Declined/suggested service follow-up emails
- Educational videos
- Manufacturer recommended service suggestions your shop can perform
- Intelligent intervals between oil changes
- Increased customer retention

Features

- Advanced algorithms driven by data from your POS
- Full creative services available to brand your communications according to your marketing guidelines
- Consistent, automated, vehicle specific, personalized, customer acquisition and retention platform
- Monthly key performance indicator reporting to track marketing and operations
- Unique customer journeys for new and existing customers

A turn-key customer communications program from acquisition to retention.

For more information, contact throttlesales@matriximaging.com
matriximaging.com/throttle

Scan the QR code to watch our video and schedule a demo.

New KPI Reporting Dashboard

| Total Net Sales | |
|-----------------|--------------|
| This Week | Month / Avg. |
| This week | Month / Avg. |
| \$811.00 | \$1,489.34 |
| This Month | |
| Last Month | |
| This Quarter | |
| Last Quarter | |
| YTD | |