



Timeline of a **CUSTOMER JOURNEY**

1-TO-1 APP ENGAGEMENT



“How to reach your customer where they are,
even on the go with the latest in mobile app tech!

**LEARN FROM THE FORTUNE 500S HOW TO HOOK TODAY'S
SMARTPHONE ADDICTED CONSUMERS**

The Only App Fueled Customer Journey In The Industry!



**App
Fueled™**

VERSION 7.4

First of its kind!

#1 app builder platform since 2015



**Entice customers to convert from guest to member
with the latest in multi-medium communication
and the top 33 app ninja tricks!**



3 easy steps to fuel your customer journey with an APP!

- ① Customize your own turn-key loyalty ladder
- ② Turn on your new app fueled customer journey
- ③ Sit back and relax as guests convert to members!

start here



EXAMPLE JOURNEY

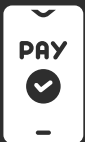


**App
Fueled™**

DAY OF VISIT

Pre-Checkout

- Scan QR Code
- Download app
- Signup
- Enroll as member
- Enroll in rewards



Checkout

- Present member badge
- Complete payment
- Give instant feedback
- Checkout to earn stars

DAY 1

Unlock Rebate



- In-app notification
- % rebate \$ available
- Swipe to unlock



Earn Stars

- In-app notification
- Receipt in app
- Stars earned

DAYS 3-5

Prompt review



- Authentic review
- Rating
- Feedback
- Comments



Sync Invite

- Connect to record
- Sync subscriber
- Add vehicle profile

DAYS 6-9

Text Invite



- Opt-in prompt
- Choose preferences
- Connect in-app text



Pre-book

- iCal/Google Cal
- Preschedule
- In-app reminder

DAYS 10-25

CRM Invites

- Rewards
- Rebate
- Membership



More Invites

- Birthday Club
- Set Preferences
- Get Reminders

DAYS 45-90

Visit followup

- Vehicle checkup
- Slow day trigger



Service Alert

- OEM Maintenance
- Recall alert
- Service Reminder

MONTHS 9-13

We Miss You!

- Prompt visit with offer
- Slow day trigger



No Visit Alert

- Prompt conversation
- Everything Ok?

NINJA TIP

for epic success!

**Do you want your customers to
complete the journey on their own?**

PROVIDE REAL VALUE!

Look, if your engagement ladder is going to work you have to do this. You **MUST** entice your customers with **REAL** value. **AND** not just fluff either, but **REAL VALUE** that gets them to take action!





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