



Loyalty Programs

Reward your loyal customers

For years airlines, hotels, coffee shops and grocery stores have leveraged the power of frequent customer programs to drive loyalty and influence repeat business. Now you can too.

Simplicity Redefined

No matter how you want reward your customers; DPS has the right solution for you. More than that, each is a simple, no-hassle way to recognize those customers who consistently choose you for their service needs.

Customer Rewards Certificates

Each time a customer has service performed, they earn a percentage of their Customer Pay spend towards a reward certificate that is sent to them automatically and redeemable at your dealership for service, accessories or parts – it's up to you.

Key Tags

Highly visible, laminated tag customers easily attach to their key ring; a mini-billboard constantly promoting your dealership and the benefits of servicing with you, along with incentives for returning to your dealership for all their maintenance and repairs.

Club Cards

Mailed to a group of customers who meet specific criteria (e.g. own vehicles with 100K miles or more) who receive on-going discounts for service.

Reap the benefits

From additional service and sales opportunities to higher customer spends, you'll quickly see the benefits of providing your customers with a reason to keep returning to your dealership. And you can track the success of each program with comprehensive reporting from DPS.