



# Shine Auto Spa Car Wash

My experience with Signpost has been excellent. The text feature is one of my best marketing tools. I had over 700 customers in the 'text club' in just over 6 months. People are too busy to read print advertising. Getting a discount on their phone is the most effective advertisement. The feedback response feature is also very good. It's another way to get responses from customers on how are services are working for them so we can improve outcomes.

KEVIN COOPER, OWNER

## The Challenge

Shine Auto Spa is a full service car wash and detailing center that provides outstanding craftsmanship and customer service. Kevin, the owner, wanted a way to easily stay in touch with customers and boost his positive online presence to reflect the high level of service the business provides.

## Signpost Solution

Signpost was able to deliver on Shine Auto Spa's objectives due to its robust AI-driven CRM. Unlike other customer relationship management (CRM) platforms, Signpost automatically collects incoming phone and email information on-site to create detailed contact records. Signpost then uses these records and machine learning to generate reviews, NPS, feedback, and loyalty offers to the right prospects at the right time. This all-in-one solution ensures that brands are always in front of the right consumers and have their finger on the pulse of customer sentiment.

## The Results

**Reviews:** Signpost has generated [21 positive reviews](#) that not only improves Shine Auto Spa's digital presence, but drives new customers into the business.

**Feedback:** Mia's email automation has driven [221 feedback responses](#), providing the business with valuable and actionable insights on their customers.

**Offers:** Over [877 offers](#) have been claimed from their customer list. Automating this effort drives current customers back to the service.

**Customer Records:** Signpost has helped build and maintain over [5,293 customer profiles](#), allowing them to generate even more results across with best in class automated campaigns.

**SMS Marketing:** The [1,452 customers](#) opted-in to text message marketing receive messages [8x more](#) engaging than email.