

## Co-Branding

### Co-Branding Overview

#### Branding

"A name, term, sign, symbol, design or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competition".

Your brand defines your "goods and services", your brand needs to set you apart from your competitors.

Consumers will ultimately buy the product or service because of what it offers them. THE BENEFITS!

#### Co-Branding

Co-Branding is a marketing arrangement that associates a single product or service with more than one brand name.

#### The Objective

- ◆ To combine the strengths of two brands
- ◆ Increase market share

#### Co-Branding an important value added tool.

- ◆ An asset in nearly all aspects of marketing
- ◆ Eliminates the need for aggressive marketing tools when trying to increase market share or enter new markets
- ◆ Enhance your own brand as both brands share industry specific competencies
- ◆ Create access to untapped opportunities, relationships and resources already established by the individual organisation

#### The benefits of our Brand Image.

- ◆ Recognition in a wider national and international market
- ◆ Growth opportunities beyond your local market share
- ◆ Identifies you as part of a growing network of like minded progressive innovative businesses
- ◆ You have a globally earned and recognized benchmark of expected quality service outcomes
- ◆ Our ability to market your business through associations with fleet companies and OEM's
- ◆ Our brand recognition

**The Acoat® selected members benefit from the strengths of both brands to create access to untapped opportunities, relationships and resources.**

*"Being an Acoat® selected Partner bodyshop has enabled me to be part of Akzo Nobel's Car Refinishes co-branding program. Partnering with Akzo Nobel has enabled my marketing program to reach customers which I could not have on my own. I also now have international awareness with my company branding with multi-national corporations"*

Danny Buzadzic - Owner  
Western General Body Works  
Victoria

**The e-CSS provides you with the information necessary to continuously improve service quality, assure Customer retention, and improve the likelihood of positive referrals.**

*"Focus on an improved customer experience continues to be delivered through the Claims Customer parading Program by improving the claims experience for the customer. This has reflected in strong renewal rates, particularly of those who have experienced the groups claim service"*

Source IAG 2007 Investor report

## e-Customer Satisfaction Survey

Customers are invited to participate in a "post repair" survey conducted shortly after their vehicle is repaired.

e-CSS is an online systematic program for monitoring business performance by gaining feedback from your customers. Properly done, the results are powerful tools for the marketing and management of your business, the system generates a Customer Satisfaction Index.

For greatest effectiveness, e-CSS should be undertaken on a consistent and ongoing basis, and run independently to ensure unbiased feedback. Most of all, the program should turn customer feedback into useful marketing and management tools that insure long term profitability.

Customers who participated the survey rate their satisfaction in areas such as:

- ◆ Quality of body and paint work
- ◆ Repairs completed and returned "on-time" as promised
- ◆ Ongoing communication during repair process
- ◆ Handling of insurance claims
- ◆ Cleanliness of the repaired vehicle
- ◆ Overall treatment as a valued customer
- ◆ Would recommend your Bodyshop to family & friends

### How it Works

- ◆ The bodyshop collects e-mail addresses and relevant details from the car owner
- ◆ The e-mail address and relevant data is entered into the online tool by the bodyshop
- ◆ The car is repaired and received by car owner
- ◆ The system sends an e-mail to the car owner with link to the survey
- ◆ The car owner fills in the online survey
- ◆ The bodyshop can view reports online and receives alerts on dissatisfaction to enable the bodyshop to act in that critical window of opportunity to resolve the situation

### Why!

Gain valuable insight into customer opinions on their experience versus expectations on the service provided.

