

Castrol® Complete Satisfaction

Increase profitability by boosting customer loyalty

Every oil change customer can receive a loyalty e-Coupon up to \$15 with the easy-to-execute Castrol Complete Satisfaction Program. Customers will be pleased with the valuable offer and you'll enjoy their repeat oil change business since the e-Coupon can only be redeemed at your dealership.

How the Program can help your business

- Year-long promotion for Castrol oil changes that customers can only redeem at your dealership
- Incentivizes trade-up to premium Castrol products
- Differentiation from your competition
- Advertisement savings
- Higher margin per oil change
- Increases customer satisfaction (CSI)

A promotional graphic for the Castrol Complete Satisfaction Program. It features the Castrol logo at the top left. Below it is a photo of a man and a woman sitting on the back of a blue car with its trunk open, parked on a beach. To the right of the photo, the text reads 'The Complete Satisfaction Program' followed by 'get up to \$15 off' in large, bold letters. Below this, two bottles of Castrol oil are shown: a \$10 bottle of GTX and a \$15 bottle of EDGE. To the right of the bottles, it says 'Get up to \$15 off your next Castrol® oil change at this dealership'. At the bottom, it says 'Now redeemable online. See back for details'.

How it works

1. Customer purchases a Castrol oil change at your dealership. Dealer hands consumer a bar-coded voucher with invoice/repair order (RO).
2. Customer scans QR code (or visits mycompletesatisfaction.com), fills out the digital redemption form and uploads a bmp, jpg, png, or pdf of the invoice/RO.
3. Consumer receives an e-Coupon made out to your dealership for their next Castrol oil change that must be used prior to the expiration date.

Oil Change Purchased	E-coupon value	Must be redeemed within
Castrol® GTX® Full Synthetic	\$10	9 months
Castrol® EDGE®	\$15	12 months