



ASA Integrates Consumer Loyalty Programs With TireMaster Software

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ASA Automotive Systems Inc. has partnered with two reward program providers to help ASA dealers easily implement consumer loyalty programs.

Lift & Shift Inc.'s multi-currency loyalty solution and BayIQ Inc.'s cloud-based marketing and rewards platform are now available to companies running TireMaster software.

“Loyalty and reward programs empower dealers to engage with customers more, increase shop loyalty and boost average ticket value,” says Ken Halle, president of ASA Automotive Systems. “With Lift & Shift and BayIQ, TireMaster customers have two great options to extend the power of their software and increase the lifetime value of customers.”

Lift & Shift will enable ASA dealers to understand what their customers are buying and what they aren't. The program then generates product and service promotions with unique, multi-currency offers — from in-store discounts to airline miles to gift cards — to increase transaction frequency, size and total spend. The availability of popular airline miles also helps attract area collectors as new or repeat customers.

The Lift & Shift program also hosts a customized rewards website for the dealer's customers to self-enroll, refer friends & family members, check account balance and redeem or donate points, eliminating any dependency on service staff. An additional reporting dashboard for enrolled dealers provides key program metrics around visits, transaction size, total spend and more.

“We are very pleased to partner with an industry leader like ASA,” says Graham Farrell, president of Lift & Shift. “ASA customers have access to reams of valuable customer transactional data that can be used to retain customers, increase visits, drive larger transactions and capture greater share of each customer’s category spending, and our new partnership will enable them to do just that.”

BayIQ offers a cloud-based and fully automated rewards program that will enable ASA dealers to easily enroll customers as reward members within their TireMaster POS system. Once a customer is signed up, BayIQ automatically starts managing the dealer’s customer database, making sure the customer comes back to the dealer time and time again. Customers earn points for every purchase which can be redeemed for dealership rewards certificates or donated to dealer-selected charities.

In addition to dynamic customer and dealer portals with analytics and ROI data, BayIQ says it features a traffic-building customer referral program, as well as the ability to create co-branded rewards cards with the dealer’s local groups, clubs and businesses.

“BayIQ is revolutionizing the way dealers market by providing an end-to-end acquisition and retention program,” says Patrick Murphy, founder of BayIQ. “Utilizing a mix of text messaging, emails and plastic gift cards, dealers can choose between BayIQ Starter, BayIQ Professional and BayIQ Enterprise platform to improve both customer visits per year and dollars spent per visit.”

For more information about either of these programs with TireMaster software, contact Dave Vogel via email at dvogel@asaauto.com

ASA Automotive Systems Inc., based in Merrimack, N.H. and Meridian, Idaho, provides software to independent tire dealers and automotive service providers and serves retail, wholesale, commercial and retreading enterprises. For more information, contact 866-210-6717 or info@asaauto.com, or visit www.asaauto.com.