



Bestwarranty.net Debuts

New E-mail Customer Service Program

Aims to Increase Dealerships' Service Contract Sales.

([PRWEB](#)) October 7, 2001 -- SAN JOSE, CA (October, 2001) -- Bestwarranty.net, a joint venture to market extended service contracts on behalf of dealerships for up to three years after the purchase of a new vehicle, has begun operations on the Internet.

The program is the product of two auto-related businesses: Expanded Horizons, Inc., which specializes in customer relations services for franchised automotive dealerships, and Lloyd Andersen & Company, Inc., which has provided extended service contracts for more than 25 years.

Current research indicates that 70 percent of new vehicle buyers do not purchase extended service contract coverage at the time of sale. Under the program, Bestwarranty.net generates a series of email messages to customers on behalf of their dealership to encourage purchasing an extended service contract before their factory warranty expires. The e-mails provide a link to the Bestwarranty.net web site, where customers can get a quote on an extended service contract and purchase service contracts through a variety of methods, including an installment plan using a major credit card.

Michael Bennie, president of Expanded Horizons, Inc., sees the venture as the logical next step for dealerships trying to take advantage of e-commerce to increase their sales. "The Internet has totally changed the way cars are sold," he said. "Why shouldn't it also increase the opportunities for a dealership to sell its aftermarket products?"

Although dealerships participate in the profits of the service contract sales, Bennie says, there is "zero maintenance and zero effort" on their part. Upon enrolling, Expanded Horizon contacts the dealership's customers by phone to do a preliminary customer service index (CSI) rating and get the customer's email address. The results of the CSI survey are forwarded to the dealership.

Then, approximately every three months, Bestwarranty.net contacts via email those customers who have not already purchased an extended service contract. The emails, which are from the dealership and use the dealership's logo, invite customers to visit the Bestwarranty.net site and provide a direct link. The site has an animated presentation detailing the benefits of extended service contract protection and a form to get an online quote. Once the customer purchases coverage, Lloyd Andersen & Company issues a policy electronically, and payment is processed via a secure server. Dealers receive a check directly from the administrator for their profits from the sale.

Gary H. Lonsdale, vice president of Lloyd Andersen & Company, Inc., said that the program gives dealerships a chance to offer the sale of extended service contracts to customers at a time when they will be much more likely to buy -- when their manufacturer's warranty is close to expiring.



“Until now, dealers had only one opportunity to provide extended warranty coverage to their buyers at the time of sale,” he said. “Unfortunately, that’s when most people don’t perceive the need for additional coverage, because their vehicle is brand new. We anticipate a large number of customers will be purchasing protection as their factory warranty expiration draws near.”

The program is limited to franchised dealerships enrolled in Expanded Horizons’ customer relations program. Complete details, including samples of the emails and a demonstration of the program, are available by visiting www.expandedhorizons.net, and www.bestwarranty.net, or by contacting Expanded Horizons or Lloyd Andersen & Company.

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