



Christian Brothers Automotive Names Kukui Corporation Preferred Customer Relationship Management Vendor

Automotive chain will promote Kukui for all customer communications and emails

San Jose, CA ([PRWEB](#)) September 14, 2016 -- [Christian Brothers Automotive](#) has named Kukui Corporation the preferred Customer Relationship Management vendor for its nationwide network of franchisees. The automotive chain will promote Kukui for all customer communications and emails.

Christian Brothers chose Kukui because of its personal approach to email marketing, which allows shops to customize their offers and communications based on customer needs and buying habits. Kukui also provides a marketing coordinator, who will offer expertise about how to improve lead generation and retention through email marketing. In addition, the company's easy-to-use tools can conveniently track the success of email campaigns, giving shop owners insight into what offers are resonating with their customers.

"Each local Christian Brothers market has its own unique set of customers, so we want to ensure our email marketing efforts are perfectly tailored to our locations," said Duone Byars, Director of Marketing for Christian Brothers Automotive. "Kukui's tools are proven to build awareness, increase sales and strengthen customer relationships, so they are the perfect partner to help our franchisees maximize the returns on their email marketing efforts."

Kukui is now serving more than 100 Christian Brothers shops throughout the country.

"We are excited to have the opportunity to work with one of the nation's largest and most well-regarded automotive chains and look forward to helping the company's franchises grow their business," said Kukui CEO Todd Westerlund.

About Kukui

With a rich history in information technology, Kukui provides businesses with a custom website platform and software solution that integrates with each organization's Point of Sale (POS) system. This empowers each of Kukui's clients with quantitative data showing their monetary return on investment, the number of new clients based on their POS system, statistics revealing their customer retention rate, and areas to improve their business through the tracking of phone calls, appointment forms, and feedback from customer reviews.

The company was ranked 76th on Inc. Magazine's annual Inc. 500 list in 2015.

For more information about Kukui, visit www.kukui.com.

About Christian Brothers

Christian Brothers Automotive is one of the nation's leading automotive service and repair franchise systems, with more than 155 locations open and an additional 35 under development in 18 states, including Alabama, Arizona, Arkansas, Colorado, Florida, Georgia, Indiana, Kansas, Louisiana, Michigan, Mississippi, Missouri, Nebraska, North Carolina, Oklahoma, South Carolina, Tennessee, and Texas.

Mark Carr, president and CEO, opened the first location in Houston, Texas in 1982. The store's main principle



was to run an automotive repair facility based on honesty, integrity, reliability and exceptional customer service, which is still the core philosophy of Christian Brothers Automotive today. Christian Brothers Automotive began selling franchises in 1996 and continues to grow at a pace of 15 to 20 stores annually. The company also continues to maintain a 100 percent success rate with its store operations, never having closed a location.

For more information on Christian Brothers Automotive visit www.ChristianBrothersAuto.com

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