



WE ARE DRC AUTOMOTIVE

See Your Customer Experience
Data In A Whole New Way

www.drcautomotive.com

For the past 25 years, I personally had the pleasure of managing an extensive customer feedback and reporting program created by the team at DRC Automotive. This program provided valuable customer insight for the executive management team at our organization as well as our 600+ dealers.

Early on, DRC Automotive helped me develop a set of prescriptive reporting tools for not only our dealers but also all the customer-facing employees within these stores. Together, this involved creating over 7,000 customized reports which were updated daily. This partnership played an important role in our organization's ability to earn multiple brand and product loyalty awards during this period, as well as enjoy the associated sales success.

- **George Dubinsky**

*National Owner Loyalty Manager, Recently Retired
Subaru of America, Inc.*



DRC is an information management company that collects and transforms automotive industry data into insights that drive mission-critical decisions. Our expertise spans a range of industries, including over 25 years of experience working in the automotive industry. Our clients all have one thing in common: the need to collect large amounts of employee and customer experience data, and then find meaning and direction to help them achieve their goals.

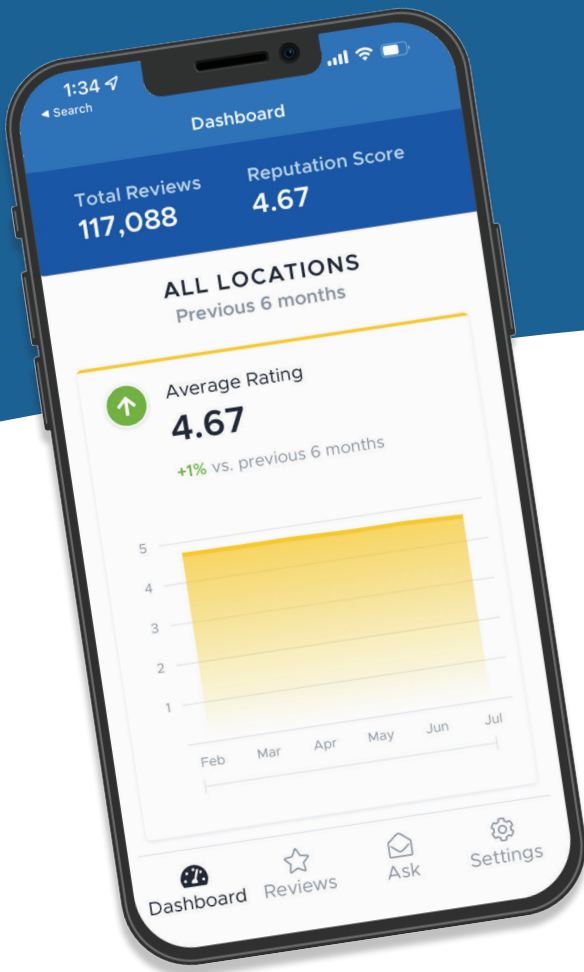
Companies choose DRC because we have honed over 40+ years experience in information management and operational expertise, specializing in customized survey administration, data collection, social media integration, and analytics solutions—all in-house via a single integrated process.

- Survey content design
- Multi-modal survey administration (paper, web, phone)
- Printing and distribution
- Image scanning and processing
- Social media integration
- Reputation management
- Mobile solutions
- Project management
- Call center support
- Comment coding and processing
- Data file and database management
- Multi-tiered reporting

DRC is a respected leader in the survey industry, partnering with Fortune 500 businesses, federal and state governments, and not-for-profit institutions to capture, collect, and report data that delivers valuable insights. DRC will be a reliable partner in your journey, providing exceptional data capture and reporting capabilities as you execute research projects and gain insights into your owner base.



**Our Insights Will Help You Sell
and Service More Vehicles and
Build Lifetime Customer Loyalty.**



CUSTOMER SATISFACTION AND REPUTATION MANAGEMENT

In the auto industry, customer loyalty continues to be among the most elusive aspects of consumer behavior, perhaps because of the extended repurchase cycles and the complexity of the product. Loyalty is affected by a multitude of variables. DRC Automotive can help you identify approaches that foster customer loyalty and strategize to make improvements in your customers' experience doing business with you.

- Solicited and unsolicited feedback collection
- Customer demographics and satisfaction
- Combined data reporting and analysis
- Competitive ranking
- Intent to repurchase
- Perceptions of brand image

EMPLOYEE ENGAGEMENT AND EVALUATION

DRC understands satisfied customers start with satisfied employees. In order to build lasting relationships with customers and close more sales, employees need the knowledge, skills, and abilities to advocate effectively for your brand. DRC is experienced at deploying a variety of employee research initiatives. Our employee evaluation tools help you understand where your employees are in their journey and how you can help them succeed.

- Employee satisfaction and improvement programs
- Assessment of workforce knowledge, skills, and abilities
- Employee qualifications and certifications
- Strategic content design
- Prescriptive reporting and feedback
- Ongoing employee training





DRC'S SECURITY STANDARDS AND CERTIFICATIONS

DRC's commitment to providing quality products and services is demonstrated by the certifications we have achieved and the professional memberships we maintain. We are well known as a low-risk, high-quality partner with unwavering commitment to meeting industry standards for quality, privacy, and security.

DRC processes hundreds of millions of secure transactions annually for the automotive industry, Federal and State government agencies, departments of education, colleges and universities, and healthcare and financial institutions. DRC systems and security practices comply with the California Consumer Privacy Act (CCPA) and other state Security and Privacy laws.

- ISO 27001 Certification
- ISO 9001 Certification
- California Consumer Privacy Act (CCPA)
- ISO 27701 Certification
- FISMA NIST RMF Standard 800-53



CONNECT WITH US

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