

Case Study: Lester Glenn Auto Group

How Parabolic Auto boosted Vehicle Service Contract penetration by 20% overnight



Introduction

Parabolic Auto is a next generation database mining and remarketing platform that automates the sale of a dealers own VSC products to the dealers customers outside the point of sale. We integrate seamlessly with the dealers DMS and market, originate and sell the dealers own branded VSC product in affordable monthly payments to customers with the highest propensity to buy using our proprietary mining and marketing algorithms.

Early Performance

Starting with only 3 rooftops and initially only using email and SMS drip campaigns



Current Day

After 7 months of working with Lester Glenn Auto Group

20% ↑

Sales

20% lift to same store vehicle service contract sales

< 2%

Cancellations

<2% over the 7 month pilot program

< 2%

Claims

<2% claims rate with the total cost of the claims combined being less than \$2,000

The product **requires zero behavior change** at the dealership, **no sales training or data entry** - it's truly a set it and forget it solution that unlocks an entire sales and retention channel and program for the dealership. This acts exactly like the VSC's sold at the point of sale with **no disruption to the dealers reinsurance program**.

The Customer Experience

The customer can view their pre generated VIN level quote, see the coverage we offer and choose their own deductible from the palm of their hand, the whole process takes less than 2 minutes from click to purchase.

Parabolic Auto is completely free to dealerships, we only get paid when you get paid and have several options for dealer compensation. All we need to get started is access approval to the DMS via Authenticom or we can connect directly to the DMS of choice if Authenticom is not an option.

