

MOT Reminders

Providing specialist MOT and Service Maintenance & Repair notification services on behalf of clients who hold databases of driver records with associated Vehicle Registration Numbers (VRMs).

Our partner works with both live and lapsed customer databases, enabling customer re-engagement to take place. This boosts Customer Relationship Management (CRM) activity and may also help to achieve GDPR Performance of Contract. But more importantly Corporate Social Responsibility (CSR) roles are met by keeping drivers and their vehicles road legal.

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find out more



What is wrong with the current solutions?

- ❗ MOT reminders are sent to consumers, but it isn't possible to book the MOT from the reminder
- ❗ Customers are not contacted at the right time before their MOT is due
- ❗ Consumers sign up to an externally provided solution so no data is shared with the client
- ❗ No ability for the client to contact non-consented customers

Benefits

- ✔ No work for the client, other than handing over the data
- ✔ Significant revenue opportunity as the conversion rate is very high
- ✔ Allows for additional CRM activity with the client's customer base
- ✔ All data updates are shared with their client, allowing their customer database to be cleansed. e.g: New VRM if change of keeper
- ✔ Process available for contacting non-consented customers to get them to re-consent – again, all updates shared with their client
- ✔ Fulfils CSR role to assist in keeping clients' customers' cars road legal
- ✔ GDPR - can fulfil Performance of Contract role if keeping cars MOT'd is part of the customer's contract.

Our Solution



The 3rd Party acts as the data processor

The client provides the email, postcode and VRM if available



GDPR Compliant

Emails are sent to consumers using their client's branding, therefore using the client's first party marketing consent.



Emails sent in advance

Emails are sent in the run-up to the vehicle's MOT becoming due



Consumer books the MOT

Consumers can book an appointment for the vehicle's MOT via email



Commission earned

Commission is paid to clients for each MOT booked in