

Automotive Service Association®
P R E S S R E L E A S E

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CSi Complete Newest ASA Member Benefit Provider

BEDFORD, TEXAS, *Oct. 8, 2008* – The Automotive Service Association (ASA) has announced another new member benefit agreement – a customer satisfaction indexing service through CSi Complete. Using a systematic approach to monitor business performance, CSi Complete offers traditional phone-based CSI market research while CSi Communicator offers automated but personalized phone-based technology.

“The live personal calls have traditionally worked well for collision repairers,” said David Merrell, vice president of strategic initiatives, CSi Complete. “CSi Communicator has a nice price point for the mechanical division members, and they can personalize it with their own voice introduction.”

Features of both systems include audio recordings of customer comments, real-time text message or e-mail alerts of customer feedback to the repair facility, and online reports that are updated daily. CSi Communicator also has automated service reminders and other messaging functionality to drive revenue and profits.

“CSi Complete has been serving our industry for more than 12 years and we’re happy to have them on board as a new sponsored benefit provider,” said John Scully, ASA’s executive vice president. “We’re pleased to bring this program to both our mechanical and collision repair members.”

To learn more about ASA’s agreement with CSi Complete, or any of the more than 35 ASA member benefits, call (800) 272-7467, ext. 295, or access the electronic benefits portfolio within ASA OnDemand, which can be downloaded from www.ASAOnDemand.com. ASA members may also contact CSi Complete directly at (800) 343-0641, ext. 227.

The Automotive Service Association is the largest not-for-profit trade association of its kind dedicated to and governed by independent automotive service and repair professionals.

ASA serves an international membership base that includes numerous affiliate, state and chapter groups from both the mechanical and collision repair segments of the automotive service industry. ASA's headquarters is in Bedford, Texas.

ASA advances professionalism and excellence in the automotive repair industry through education, representation and member services. For additional information about ASA, including past news releases, go to www.ASAsShop.org, or visit ASA's legislative Web site at www.TakingTheHill.com.

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