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Kukui Corporation Launches Kukui 4.0 Software Platform

-Updated software solution will help automotive shop owners market more effectively-

San Jose, CA – Kukui Corporation has launched the newest version of its revolutionary marketing software platform, Kukui 4.0. Developed with input from automotive industry coaches and shop owners, Kukui 4.0 is designed to solve the problems that automotive service center owners struggle with every day.

With consumers communicating and interacting on a variety of mediums, today's shop owners need to be well-versed on how to market across multiple channels. Kukui made that process easier with the advent of its original marketing platform, which not only provides clients with an easy way to manage a wide range of marketing efforts, but also measures the effectiveness of those initiatives. Kukui 4.0 improves on the base platform, offering shop owners a more responsive and customizable solution.

Kukui 4.0 provides a number of new features to help clients stay ahead of the marketing curve, including improved data analytics, a user-friendly direct mail program and a new follow-up module to make client outreach easier.

The updated platform offers shop owners the latest data on every facet of their businesses. They can quickly determine how marketing programs are impacting revenue and generate reports on new customer acquisitions, average retention levels and business performance. Kukui 4.0 also offers shop owners the ability to compare their performance to industry metrics to see how they rank on a larger scale.

“The data we are providing to our clients through 4.0 is unparalleled and allows shop owners to dig deep to identify areas of concern,” said Kukui Corporation

CEO Todd Westerlund. “We believe that this level of information will help our clients transform their businesses.”

Another key aspect of Kukui 4.0 is its focus on helping shop owners with client retention. The new follow-up module will automatically generate a call list of customers who are due for upcoming service or maintenance, so that service writers can follow up without having to do additional research. The program also includes a sales script that staff members can use to secure more appointments.

“We’ve been testing this program for some time and have seen incredible results,” said Chris Price, owner of Saratoga Shell in San Jose, Calif., and an advisory board member for Kukui. “It really helps put our reminder calls front and center and gives us the opportunity to interact with customers in a more personal way.”

Kukui 4.0 features 11 user-friendly modules to handle everything from designing compelling websites to managing direct mail campaigns. The software is available on a monthly subscription basis, which also includes access to a dedicated marketing coordinator.

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

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