



NEWS RELEASE

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Kukui Corporation Upgrades Direct Mail Services

San Jose, CA – Kukui Corporation, a developer of marketing software solutions for automotive repair shops, has launched an upgrade to the direct mail services available through its software marketing platform. The upgrade will enable Kukui clients to send postcard campaigns to their customers more frequently to improve retention rates.

“Kukui has improved its process to allow repair shop owners to more effectively utilize postcards to connect with their customers on a more consistent basis,” said Chris Price, a product architect with Kukui and owner of Saratoga Shell in San Jose, CA. “As a shop owner, having another tool to address retention is crucial.”

Kukui clients can now build campaigns around reminders for factory recommended services, previously declined services and seasonal specials. Shop owners will also be able to send postcards to thank customers for past purchases or to perform outreach to customers who haven’t visited their shops in awhile and may need an incentive to return.

Kukui manages the postcard design, tailoring mailers to a client’s branding and niche in the market. Each postcard includes a separate tracking number, so clients can determine how many calls were generated by a campaign. Kukui also tracks how much budget was allocated to direct mail, how many postcards were sent and which customers are due for another mailing.

“The goal is to make postcard marketing as easy as possible, so shop owners can enjoy the benefits of this type of outreach without having to spend hours researching who to target or what type of offer to make,” said Price.

The upgrade is expected to encourage more of Kukui's clients to utilize direct mail as part of their overall marketing efforts.

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 business through the tracking of phone calls, appointment forms, and feedback from customer reviews. The company was ranked 76th on the annual *Inc. 500* list of the nation's fastest-growing private companies.

For more information visit: www.kukui.com

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