




Service Segmentation Matrix: ROI Assessment

Higher Spend per Visit →

Higher Visit Probability ↓

		S1	S2	S3	S4
V1	\$0.25	\$0.50	\$0.75	\$1.00	
V2	\$0.50	\$0.65	\$1.25	\$1.75	
V3	\$1.00	\$1.25	\$1.75	\$2.50	
V4	\$2.00	\$2.25	\$3.50	\$4.75	

-  = Oil change reminder
-  = 5% discount
-  = 10% discount