# CARFAX Shop Loyalty Program Interface

The interface for the CARFAX Shop Loyalty Program helps you increase customer loyalty and service revenue and improve your online reputation. With the interface, a list of customers and vehicles that have had transactional activity is sent to CARFAX. That information is then used by CARFAX to send service reminders, recall alerts, and online ratings requests to customers on your behalf.

## Requirements

To use the interface for the CARFAX Shop Loyalty Program, you need the following:

- TireMaster or TireMaster POS 9.0.0 or newer installed on your computers

- An internet connection

- A CARFAX subscription

- Completed CARFAX enrollment settings in TireMaster (To access the CARFAX setup screen, go to **Interfaces > Interface Setups**. Then click **CARFAX Interface**. Instructions for setting up the CARFAX interface are available in the TireMaster help system and user guide.)

## Installing the CARFAX Loyalty Interface

Installing the interface for the CARFAX Shop Loyalty Program is a two-step process. First, do one of the following to locate the installation program:

- Access the automatically-deployed installer from the apps directory. For instructions, see "Accessing an Automatically-Deployed Installer" on page 1.

- Download the installer from the TireMaster Support site. For instructions, see "Downloading the CARFAX Loyalty Interface Installer" on page 2.

Once you've located an installer, complete the installation. For instructions, see "Completing the CARFAX Loyalty Interface Installation" on page 2. Install the interface on the TireMaster server.

### Accessing an Automatically-Deployed Installer

If your TireMaster system is set up to download automatically-deployed installers as part of the nightly backup process, the installer for the CARFAX Loyalty Interface is already available to you. Typically, installers are placed in one of the following locations:

| | | |
|---|---|---|
| - **c:\TireMaster\apps** | - **c:\TMPOS\apps** | - **d:\QDSTM\apps** |
| - **c:\QDSTM\apps** | - **d:\TireMaster\apps** | - **d:\TMPOS\apps** |

**To access automatically-deployed installers**

1. Right-click [■] and select **File Explorer** from the menu that appears.

2. In the Quick Access navigation pane, scroll to This PC.

    **Note:** If File Explorer opened the This PC screen instead, disregard this step.

3. Double-click the letter or icon for the drive that TireMaster is installed in. (Usually, it's the **c:** or **d:** drive.)

4. Double-click the **TireMaster**, **qdstm**, or **tmpos** program folder.

5. Double-click the **tmapps** folder, and locate the file **tmcarfaxl00000000-01000000.exe**. Once you have located the installer, complete the installation. For instructions, see "Completing the CARFAX Loyalty Interface Installation" on page 2.

## Downloading the CARFAX Loyalty Interface Installer

The installer for the CARFAX Loyalty Interface is available for download from the TireMaster Support site. When you download the installer, save it on your TireMaster server. To log on to the TireMaster Support Site, you need your TireMaster customer number and password. If you no longer have that information, log an online support request (use the link at support.tiremaster.com) or call TireMaster Support at **800-891-7437**.

**To download the CARFAX Loyalty Interface Installer**

1. Close all applications.

2. Log on to **http://support.tiremaster.com**.

3. Type your customer number and password, and click **Login**. The Support Center home page opens.

4. Click **Download Programs** on the menu. The Download Center page opens.

5. In the **Update Files** listing, click the link for version 1.0.0 of the interface for the CARFAX Shop Loyalty Program. You'll be prompted to save the file and possibly run the installation, depending on your browser.

6. Save the installer on your computer.

    **Note:** Downloading the installer might take several minutes, depending on the speed of your internet connection.

7. Exit the TireMaster Support site.

Once you have finished downloading the installer, you can install the interface for the CARFAX Shop Loyalty Program. For instructions, see "Completing the CARFAX Loyalty Interface Installation" on page 2.

## Completing the CARFAX Loyalty Interface Installation

After you've located the installer for CARFAX Loyalty Interface, you can complete the installation. Install the interface on the TireMaster server.

**To install the CARFAX Loyalty interface**

1. Right-click **tmcarfaxl00000000-01000000.exe** and select **Run as Administrator**. A confirmation message appears.

2. Click **Yes**. The TireMaster - Installation Program screen opens.

3. Click **OK**. The TireMaster - Search Results screen opens.

4. Select the TireMaster location in which you want to install the interface, and click **Install**.

5. At the end of the installation, click **Finish**.

# CARFAX Loyalty Setup

The interface for the CARFAX Shop Loyalty Program is enabled by setting the system control Interface CARFAX - Send Loyalty Files (**Other** tab). When the interface is installed, this control is set to Yes by default, so there is nothing for you to do.

# Data Submission Process

Data for the CARFAX Shop Loyalty Program is submitted via an automated process nightly at 2:00 a.m. Therefore, you need to leave your TireMaster server running overnight.

# Initial and Subsequent Data Submissions

The first time a data file is sent to CARFAX for the loyalty program, it includes customers and vehicles with sales or service transactions that occurred in the past 24 months. After the initial submission, the entries in the data file are limited to only the customers and vehicles that have had transactional activity since the last file submission.

# Discontinuing CARFAX Loyalty Submissions

If you decide to pause or no longer participate in the CARFAX Shop Loyalty Program, you need to disable a system control setting in TireMaster.

**To discontinue CARFAX loyalty data submissions**

1. From the **Setup** menu, select **System Controls**.

2. Click the **Other** tab.

3. Select Interface CARFAX - Send Loyalty Files and press **Enter**.

4. Select **No**, and click **OK**.

5. Close the System Controls screen.