



Implement a CRM program in your dealership TODAY

A Simple Four Step Process - Strategy, Discipline, Process, Report

Increase Revenue and Customer Retention

CRM (Customer Relationship Management) is a high-focus area of today's dealership. A well defined and implemented CRM plan will ensure your customers return to your business for service and future sales. The key to a successful CRM program is discipline, and the goal of autoCRM solutions is to design and implement a program for your team to implement.

CRM can and should be simple. We are often confused by what we want to do and how to implement the ideas, and it all becomes too hard. autoCRM solutions provide the answer to this by providing a consulting service to your dealership to commence a CRM program based on your specific requirements. This is performed in a simple four step process.

1. Planning and Strategy

The first step of implementing a CRM program in your business is to plan and decide on the dealership's needs. A brainstorming meeting with key decision influencers from your business is facilitated by your autoCRM solutions consultant. The outcome of this meeting is that three key areas are identified for each area of the dealership and priority is agreed to as to what should be implemented first.

2. Discipline

Once it is established what CRM functions are to occur in the dealership, the next step is to plan a timetable that identifies daily each CRM function that is to occur. The timetable is the key to the success of the entire program. It details each function, the date range the function applies to, and measures the number of people that are contacted for each function.

3. Implementation

Your staff are taught the vital areas of ERA, Word and Excel that they need to know to implement the CRM program. Reports are built in ERA to extract the customer contact lists. Your CRM staff are taught phone techniques, tips for dealing with difficult people, use of the timetable, generation of monthly reports, computer skills, etc.

4. Management Reporting

Good management reporting is critical to your business, and autoCRM solutions provides excellent tools in this area. The Dealer Principal is delivered monthly reports which include:

- Total revenue generated through service appointments booked
- Database Report – how many people on the database are unable to be contacted due to unavailable or incorrect data
- Contact Summary – how many people have been contacted
- Service Retention Report
- Service CSI Summary
- Service Trend Report
- New & Used Sales CSI Summary
- New & Used Sales Trend Report

Ongoing quarterly visits by your autoCRM consultant are critical to the success of the autoCRM program to ensure your team are maintaining the CRM discipline established for your dealership.

autoCRM solutions is the catalyst to implementing an active CRM program in your dealership. Our consultants are professional and CRM focused and will provide the expertise and guidance your staff require to ensure a well-strategised, defined CRM program is successful in your dealership.

Super Benefits

- Increased revenue for your dealership
- Increased Customer Retention
- Increase your CSI score
- Trends are identified based on your customer's feedback, and procedural changes can be made in your business
- Your CRM program is performed in-house

Fast Facts

- Implement the autoCRM solution in a single franchise/location dealership in five days
- For each additional franchise/location, add two days
- Service Reminder letters average a 22% success rate – i.e. 22 service appointments booked for every 100 letters sent
- Service Retention Phone Calls average a 25% success rate – i.e. 25 service appointments booked for every 100 people spoken to
- 13% of a dealership's service customers 'go elsewhere' for their next service appointment
- Participating dealerships have experienced an increase in their CSI scores

