



DealerSocket

“In the past 3 months we have closed 37 deals to customers marked as lost calls, and 73 deals to customers we have proactively contacted regarding of our business we may never have received without having DealerSocket

Dealerships across the globe are using leading CRM software, DealerSocket to deliver the highest quality marketing campaigns, get the greatest return on investment, and essentially - sell more cars.

The best part is DealerSocket integrates with Pentana Solutions' dealer management systems to deliver the best optimised CRM solution on the market.

Through automated business rules, follow up processes and campaign management - DealerSocket ensures you have what you need to always stay one step ahead of the competition.



Market

At the crux of DealerSocket is the ability to attract customers who would not have come to your dealership otherwise. Through campaign management, customer loyalty and ROI reporting – you can reduce your marketing expenses by reaching the right customers at the right time, with the right message.

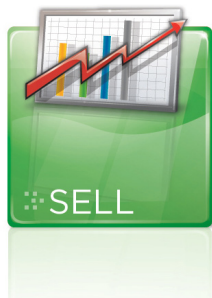
Using easy-to-use campaign filters and business rules you can target potential and existing customers with anniversary calls, service reminders, insurance expiry or new offers. Targeted marketing is made easy by an intuitively built filtering system and smart categorisation options.

DealerSocket compels you to contact customers with thought behind it - saving you money and enhancing opportunity. With DealerSocket's smart marketing, you can be sure your customers never slip out of reach.

Market, Sell & Satisfy.

by our salespeople, 46 deals to customers receiving anniversary specific offers and other initiatives. This represents a huge portion to support our prospecting”

-IT Manager, Ireland's Dealer Group



Sell

It's quite simple really. With DealerSocket, you sell more cars. How? Through internet lead management, showroom tracking, telephone tracking and structured business rules – the CRM software empowers your staff to take advantage of every opportunity.

For example with DealerSocket, you're able to setup campaigns that target customers seen as an opportunity, having met certain criteria, and automatically assign them to an individual or a group of people to make contact - essentially compelling your staff to follow up otherwise lost sales. Furthermore, you can escalate any leads that go untouched for "X" amount of time to the next available representative.

No matter which functionality you use, with Pentana Solutions' DealerSocket you can be rest assured no sales opportunity goes unmissed.



Satisfy

Industry shows that customers who purchase from your dealership have a 30% chance of returning and spending more money with you. That chance actually doubles if the customer had an issue that needed to be resolved, and the dealership resolved it to their satisfaction.

What does that mean? Through the use of simple tools: eSurveys, phone surveys, complaint/resolution tracking and escalation routines - you can multiply your customer retention chances up to 60%.

With more transparency and a better control of the issues, your sales team has the tools needed with DealerSocket to resolve issues quickly, and ensure that something does actually get done. Through DealerSocket's automated business rules, you can have peace of mind that things in your dealership are getting done, and are followed through.

A follow up of resolution to get an issue resolved can give your customer reassurance that they've found the right dealership for them - one where they feel cared for, and one of which they will want to return.

About Us

DealerSocket is part of a bigger picture.

For 40 years, Pentana Solutions has pushed the automotive envelope through innovation, cutting edge technology and industry changing invention. We think outside the box. We push the boundaries. And we never stop developing for the future.

Why? Our customers. Our passion for the industry and our expertise in the field drive us to always look for the next opportunity. Through customer collaboration and 40 years of industry knowledge, we work around the clock to ensure our customers' businesses operate more profitably.

With a global footprint spanning more than 100 countries and 50,000 users – we're driven to deliver innovative solutions that transform the way you'll work tomorrow.



marketing@pentanasolutions.com
www.pentanasolutions.com

Australia - The Netherlands - United Kingdom - Italy - Thailand - Philippines - China - New Zealand - Switzerland

