

THE **AM** DEALER TECHNOLOGY GUIDE

The #1 Reputation Platform for Automotive

- Improve online visibility and engagement.
- Increase sales and service leads.
- Drive higher customer satisfaction.



 Reputation

Reputation

Auto **dealerships that effectively manage** their online reputation see results:

3X

More impressions
on Google

4X

More leads from listings

+60

More vehicle sales
per year on average

+10%

Increase sales volume
on average

The **AM** DEALER TECHNOLOGY

www.am-online.com
September 2023

GUIDE



Sponsored by

ATG AUTOMOTIVE
TRANSFORMATION
GROUP

keyloop™

 Reputation



Connected Experience-First solutions:

Enable a 360° customer view.
Unlock digital silos.
Harness the power of technology.

Customers expect a seamless, delightful experience when buying or servicing a car. Keyloop's Experience-First platform helps you unify every department and deliver connected solutions that meet these expectations. With Keyloop, you can transform every touchpoint into an opportunity to build loyalty and grow your business. It's about putting Experience-First.



Own your customer's experience by driving loyalty and revolutionising your business.

Lead with Experience-First.

keyloop.com 

Sponsored by



AM, Media House, Lynch Wood, Peterborough PE2 6EA
Email: AM@bauermedia.co.uk

EDITORIAL

Editor Tim Rose 01733 468266
tim.rose@bauermedia.co.uk • @AM_editorTimR

Deputy editor Aimée Turner
aimee.turner@bauermedia.co.uk

PRODUCTION

Head of publishing Luke Neal
Production editor David Buckley

PROJECT MANAGEMENT

Head of project management
Leanne Patterson b2bpm@bauermedia.co.uk
Project manager
Ella Harrington

ADVERTISING

Group advertising manager
Sheryl Graham 01733 366467
Account managers
Sara Donald 01733 366474
Kate Atkinson 01733 979465
Recruitment enquiries 01733 366473

EVENTS

Event director Chris Lester
Event manager Sandra Evitt 01733 468123
Event manager Kate Howard 01733 468146
Head of exhibitions Katie Gordon-Hill 01733 468289

PUBLISHING

Group editor Stephen Briers
Head of digital/associate editor Jeremy Bennett
CRM & marketing manager Lauren Annis
Managing director of Commercial,
UK Publishing Nicky Holt
Office manager Jane Hill 01733 468319
Chief financial officer Lisa Hayden
MD Automotive group Niall Clarkson
Commercial director, Automotive Gareth Ashman
CEO of Bauer Publishing UK Chris Duncan

Bauer Consumer Media Ltd is a company registered in England and Wales with company number 01176085, registered address Media House, Peterborough Business Park, Lynch Wood, Peterborough, PE2 6EA. VAT no 918561701. Bauer Consumer Media Ltd is authorised and regulated by the FCA (Ref No. 710067).

No part of the magazine may be reproduced in any form in whole or in part, without the prior permission of Bauer Consumer Media. All material published remains the copyright of Bauer Consumer Media and we reserve the right to copy or edit any material submitted to the magazine without further consent. The submission of material (manuscripts or images etc) to Bauer Consumer Media, whether unsolicited or requested, is taken as permission to publish that material in the magazine, on the associated website, any apps or social media pages affiliated to the magazine, and any editions of the magazine published by our licensees elsewhere in the world.

By submitting any material to us you are confirming that the material is your own original work or that you have permission from the copyright owner to use the material and to authorise Bauer Consumer Media to use it as described in this paragraph. You also promise that you have permission from anyone featured or referred to in the submitted material to it being used by Bauer Consumer Media. If Bauer Consumer Media receives a claim from a copyright owner or a person featured in any material you have sent us, we will inform that person that you have granted us permission to use the relevant material and you will be responsible for paying any amounts due to the copyright owner or featured person and/or for reimbursing Bauer Consumer Media for any losses it has suffered as a result. Please note, we accept no responsibility for unsolicited material which is lost or damaged in the post and we do not promise that we will be able to return any material. Finally, whilst we try to ensure accuracy of your material when we publish it, we cannot promise to do so. We do not accept any responsibility for any loss or damage, however caused, resulting from use of the material. ISSN 0953-8526.

Complaints: Bauer Consumer Media is a member of the Independent Press Standards Organisation (www.ipso.co.uk) and endeavours to respond to and resolve your concerns quickly. Our Editorial Complaints Policy (including full details of how to contact us about editorial complaints and IPSO's contact details) can be found at www.bauermediacomplaints.co.uk.



WELCOME

Changes to the car buyer's journey to purchase, to their post-purchase engagement with a dealership, and to the margins available from every sale, have led to technology playing a greater part in franchised dealers' business than ever.

Of course, along with the right branding and bricks and mortar facilities, tools and IT systems have long been part of the investment required to operate effectively within a manufacturer's retail network and to ensure sales and aftersales can be achieved with optimum efficiency.

But there has never been such desire for management information, for on-the-spot monitoring, for streamlining and automation, as there is at present. With that in mind, we have asked suppliers of some of the critical technologies that dealers can use in their businesses, whether at the front end or in back-of-house functions, to share their latest developments and technologies for this new edition of the AM Dealer Technology Guide.

I hope you will find it useful.

INSIDE

AFTERSALES SUPPORT SYSTEMS AND EQUIPMENT ■ CONSUMER FINANCE AND COMPLIANCE ■ CUSTOMER RELATIONSHIP MANAGEMENT ■ DEALER MANAGEMENT SYSTEMS AND ACCOUNTS ■ ELECTRONIC DOCUMENT MANAGEMENT SYSTEMS ■ EV CHARGERS AND INFRASTRUCTURE ■ IT CONNECTIVITY AND COMMUNICATION SYSTEMS ■ LEAD MANAGEMENT SOLUTIONS ■ ONLINE VEHICLE RETAILING SOLUTIONS ■ PART EXCHANGE APPRAISAL AND MANAGEMENT ■ SALES SUPPORT SOLUTIONS ■ SECURITY AND CYBER SECURITY ■ STOCK ACQUISITION

Optimise the road to sale with MGS Lead Manager

Connected CRM - manage the entire customer lifecycle from enquiry through to retention and repurchase

For more information or to request a demo of MGS Lead Manager please drop us an e-mail at:

enquiries@marquegroupsolutions.com

or give us a call on:

0330 808 1268

- Manage every sales lead in one single, effective and simple to use platform
- Automatically match in-bound leads with existing DMS records giving complete visibility of customer history across sales and service
- Give your sales team the confidence to have meaningful conversations based on customer history and position in the lifecycle, increasing conversion and enhancing customer experience
- Send highly targeted and effective prospect marketing in a few simple steps using our powerful data selection and direct marketing tools
- Track customer engagement levels with outbound marketing and measure interest through sophisticated web tracking. Prioritise your sales follow up calls based on likelihood to convert
- Automatically create 'hot leads' for highly engaged 'in-market' customers. Support your sales team to sustainably boost conversion with timely interventions
- Monitor and manage your marketing ROI - see which campaigns are generating sales. Use advanced BI reporting to track enquiry management KPIs by salesperson and department to support performance improvement

Driving better outcomes

MGS

marquegroupsolutions.com

≡ A

AFTERSALES SUPPORT
SYSTEMS AND EQUIPMENT

Car Care Plan
– customer ownership interaction

What has become clear over the past five years is that the ability of dealers and manufacturers to interact with customers throughout their vehicle ownership cycles is a key factor in continued customer loyalty and long-term sustainability.

At Car Care Plan we have been working with key business partners to develop a range of options for our dealer and manufacturer partners that enable direct routes to customers, providing marketing content and additional touchpoints for incremental profits.

Car Care Plan has partnered with Tracker to provide a Connected Warranty. This optional warranty upgrade gives dealers remote diagnostic information on customer vehicles via an onboard device similar to a telematics unit. This enables dealer partners to contact their customers to advise them of early indications of vehicle issues – in some cases prior to any warning lights popping up on the dashboard. There is also a complementary vehicle management app for customers, to allow them stay ahead of potential problems.

www.carcareplan.com

EMaC Evolve

EMaC Evolve is a single digital portal to drive customer retention and increase dealer revenue. EMaC delivers flexible retention solutions to ambitious automotive partners that lead to increased customer loyalty and greater profitability.

We provide the tools needed to secure consistent sales and aftersales income for retailers – continual innovation and product evolution are central to our strategic vision. Our online platform, EMaC Evolve, allows retailers and consumers to tailor their service and maintenance plans in a live application. EMaC Evolve is completely flexible and configurable – with bespoke pricing options, tailored quotation documents and seamless invoice claims process, everything can be adapted to suit each individual business's needs.

Helping dealers to drive wider aftersales opportunities, EMaC Evolve is simple, quick and adaptable, allowing the bespoke scheduling of add-on products, such as warranty, servicing, MOTs, cosmetics, tyres alloy wheels... plus much more. This flexibility truly enables consumers to benefit from the cover they care about and pay for it in a far more modern "pay-as-you-go" way.

www.emac.co.uk

Keyloop Parts Hub

Manage your inventory quickly and accurately, from central processing to warehouse management. Increase efficiency with central sales order



management, streamlining warehouse operations and using barcode scanning for smooth parts processing. Optimise parts distribution using scan-based stock checking: barcode scanning means better accuracy, lower overhead costs and more profit. Satisfy more customers with inter-system ordering. ISO and electronic data interface tools let you integrate your distribution points with central sales order management, helping you speed up deliveries and automate intersystem orders to streamline the delivery process.

Drive profit by creating easy access to parts you need. Add the capability to receive just-in-time deliveries throughout the day. Store parts centrally and receive multiple daily deliveries.

"There's certainly been some time and efficiency benefits, but the main benefit has been the accuracy and ease of doing things. The accuracy in picking and dispatching has increased a lot," says Andy Browning, parts hub manager, Hawkins.

www.keyloop.com

Keyloop Service Booking

Personalise the online service booking experience for your customers while making it quicker, easier and more convenient. Creating booking convenience

and building loyalty with the ability to book online directly from your website offers your customers a contact-free way to schedule a service appointment.

Improve customer service with better accuracy. Meet customer needs by giving them control over how and when they schedule their appointments. Keyloop Service Booking seamlessly integrates with your dealer management system (DMS), offering direct access to pricing and service information.

It enhances the transparency in pricing and workshop availability. Push productivity through real-time scheduling. Drive upsell opportunities seamlessly: customers can amend bookings, view latest offers and request additional items.

The value of Service Booking: more than 60% of customers say booking online is very appealing (McKinsey); 69% of customers are more likely to book with a company that has an online booking system (BookingLive); 34% of online scheduled appointments are made when the office is closed (Zippia).

www.keyloop.com

Keyloop Service Hub

Give your customers a personalised service experience and drive efficiency in the workshop, from check-in, to real-time work tracking, to

check-out. Deliver a great end-to-end service experience via a personalised check-in experience, accurate quotes agreed up front and complete transparency of service work. Seamless integration with your DMS means a streamlined workflow for your technicians. Service Hub can be integrated with a personalised video solution from one of our partners, so technicians can create short videos of the customer's vehicle to demonstrate the work needed, provide a comprehensive vehicle health check (VHC) report and make approval easier to help improve customer loyalty.

Use powerful data to build customer loyalty and make every part of the service experience fast and efficient. The value of Service Hub: 53% of customers consider a better service experience to be more influential than the purchase experience in the entire customer journey (McKinsey); 84% of consumers say a more transparent experience i.e. "knowing exactly what I will be paying up front" would improve the service process (AutoMD).

www.keyloop.com

REALaftersales

REALaftersales from RTC, part of the CitNOW Group, is a complete aftersales solution that helps improve processes, increase efficiency and generate more profit. REALaftersales tools cover all parts of the aftersales journey, including online service booking for service and repair work, pre-visit preparation, full eVHC (electronic vehicle health check) inspections, workshop management (including clocking and resource management), and outbound campaign management to maximise aftersales opportunities via a service team or call centre. RTC sits at the heart of automotive, connecting OEMs, suppliers and dealerships, using well-proven processes and technology to create a seamless customer journey. The company offers real-time DMS integration with a number of suppliers and, in most cases, this includes the ability to read and write direct to the DMS. RTC is also helping many retailers go fully paperless, delivering fully-digital job cards and new processes to further enhance both customer and staff experience in the workshop.

www.rtauto.co.uk/realaftersales

SecretService/BookMyGarage

SecretService fills the empty hours in workshops and secures high final invoice values for franchised garages. This is aided by drivers of older vehicles being attracted to the process. SecretService uses artificial intelligence (AI) to conduct real-time reporting, which drives profitability for our franchised partner's aftersales departments. This could not be timelier nor more valuable in today's climate. In addition to winning new customers, SecretService allows insight into when a customer is about to leave – which is essential in keeping retainment levels high. Equally, SecretService wins back lapsed customers, while they are looking to book their next service. This is vital in keeping workshops full.

www.bookmygarage.com



Warrantywise

For more than 23 years Warrantywise have been providing one of the UK's most comprehensive car warranties and are trusted by 3,000-plus motor retailers.

We're also multi-award winning, so you can be confident in the warranty products you're offering.

With an industry-leading warranty in place your customers' vehicles will be well cared for. You get the highest level of warranty cover for a car's make, age and mileage, plus extras like recovery and car hire as standard

Invested in your success, our dedicated team of account managers are here to help you. We work with you to shift your warranty business from a cost centre into a profit booster fully tuned in to your needs.

With our Dealer Portal you have 24/7 access to online communication and management to manage your stock, generate and retrieve quotes, access marketing assets and our private trade-to-trade area.

We also offer exclusive rewards with Wise-up, our unique incentive programme designed to reward you.

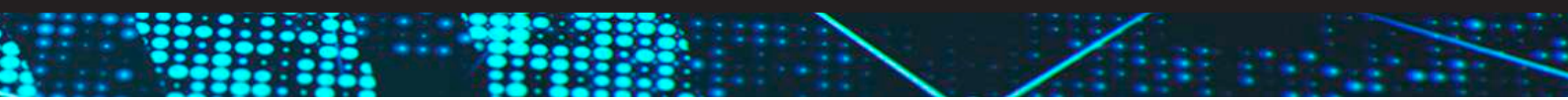
www.warrantywise.co.uk



CONSUMER FINANCE AND COMPLIANCE

Black Horse


APIs (application programming interfaces), are the invisible messengers that join the many dots in our connected online world. They take our searches and requests, convert them into a digital language to communicate with behind-the-scenes systems, then deliver responses back to us in a way we can easily understand. All of which happens in the blink of an eye. To give your customers a seamless buying journey and access to Black Horse finance options directly through your website and dealership systems, we have created our own suite of APIs.



Developed in collaboration with dealers, manufacturers and software experts, they provide real-time connectivity between your data systems and ours. This means you can create a smooth, professional customer experience, regardless of your business's size and levels of resource.

www.blackhorse.co.uk

Keyloop eMaster

Drive customer retention rates up and boost profit margins with eMaster, the data-driven tool that identifies finance customers in the best position to replace or upgrade their vehicle and allows you to share the most compelling offers to influence their vehicle purchasing decisions. By using precise vehicle financing data and stock availability, eMaster allows you to cherry-pick customers who are in the best position to renew their vehicle with available stock, leading to increased stock turnover and improved retention. Ensure the accuracy and reliability of your customer database with 

ISTOCKPHOTO.COM/MARIOGUTI

ADVERTISEMENT FEATURE



By Tim Smith,
head of Black Horse Distribution

In recent months I've talked regularly about the used car market transitioning to electric and how simplification, education and inclusion are key themes of our approach to promoting used electric vehicles. (EVs).

With a very firm eye on the future we, of course, also have the present day to deal with and the current profile of the used car market.

Consumer demand has remained robust and in growth for the first half of the year, but reduced supply of quality used car stock has continued to be the battleground.

Used car supply is still impacted by Covid and also faces into the transition to electric in new cars.

Signs of supply increasing from the leasing sector remain solid, but at this point we are generally still seeing used cars in the trade getting older and more expensive.

This all at a point where customers are still very much impacted by rises in the cost of living including higher interest rates.

The market has, as always, been incredibly innovative in seeking out new sources of quality used cars, with direct purchases from consumers becoming a popular option.

The fundamental challenge of older stock, however, still remains.

In time, more balance will inevitably return to supply and demand, but we need to continue to think forward on the position with equity on next car purchases.

We must also remain cognisant of the need to keep making sure that older vehicles are prepared to the high quality standards that customers rightly need and expect. These points are so vital to the experience that retains customers for the future.

Trading through these times remains a tough balancing act as we plan for tomorrow while delivering on the here and now.

Excellent outcomes today delivered by focus on great value will be remembered by customers. The trust and loyalty created now will help us build a great platform for the future market.

blackhorse 

“Experience-First” is the key to future-proofing 21st century dealerships

What is Experience-First and what does it mean for dealerships?

Experience-First marks a fundamental shift in how retailers and OEMs engage customers, driven by consumers who expect brands, from Apple to Zoopla, to provide highly experiential interactions and the best possible customer care. This approach is powered by the Keyloop platform, which builds an end-to-end automotive retail ecosystem.

In today's blended physical and digital world, delivering distinctive experiences across the complete consumer lifecycle is essential to cultivating loyalty. By unifying multiple data points throughout the consumer journey, dealers and OEMs gain a 360-degree view of each customer in real-time, enabling them to provide exceptional experiences.

Is it possible to keep up with the rapidly changing needs of the 21st century consumer?

Modern consumers demand convenience, responsiveness, and interactivity, often relying on technology to facilitate this. The great part is that consumers are willing to pay more for a good experience, but they will equally look elsewhere if unsatisfied. Whether it's banking via an app, food delivery, booking a holiday or mortgage searches online, consumers seek immediate and seamless fulfilment, and industries have had to adapt fast.

However, some retailers are not meeting these expectations and run the risk of losing their relevancy. To stop this from happening, they need to harness technology solutions to align products, services, and marketing strategies with customer preferences. By tapping into advanced data analytics powered by our Keyloop DMS, it's possible to gain a deep understand of customer behaviours and insights.

This enables automotive retailers to offer tailored experiences; fostering loyalty, repeat custom and ultimately, growth.

Automotive retail is a 'high-touch' industry, relying on a deep understanding of customers to nurture relationships and build loyalty, can technology help enhance these skills?

As technology deepens our understanding of the customer, traditional dealership roles are evolving to match their needs. Digitising documentation, automating purchasing prompts, enabling push notifications and finessing omnichannel experiences will give individuals more time to connect with customers and build relationships. Ultra-personalisation, whether served digitally or in real life, is the key to delivering brilliant customer service and becomes achievable when technology and human interaction combine.

By looking at other brands we can see just how transformative technology can be in crafting consumer journeys, and we are starting to witness this in automotive retail.

As teams are freed up to build relationships, they move from 'salespeople' to 'advisors'. Some are taking this approach to the next level, like Arnold Clarke, which now calls their team "Product Geniuses". This simple shift in language harnesses technology, unleashes expertise, builds understanding and is a key step in becoming a trusted advisor.

What should I be looking for in a technology partner?

Keyloop's Experience-First platform marks a fundamental shift in how automotive retailers and OEMs approach selling, driven by consumers who expect brands to provide high-touch interactions. The platform empowers dealers to focus on the human touch – surprising, delighting, and truly connecting with customers.

At Keyloop we've identified five key principles of success in building an **Experience-First approach**:

- 1 **Distinctive**: create an exceptional experience that sets you apart.
- 2 **Unified**: provide a 360-degree view of consumers across all departments to build understanding and target interactions.
- 3 **Frictionless**: streamline processes to empower customer service and efficiency.
- 4 **Connected**: embrace technology through a partner ecosystem, enriching your offerings with a broader range of tools and services.
- 5 **Simplified**: unlock your DMS investment and connect multiple points for smoother operations and better data utilisation.

What are the next great opportunities for automotive retailers?

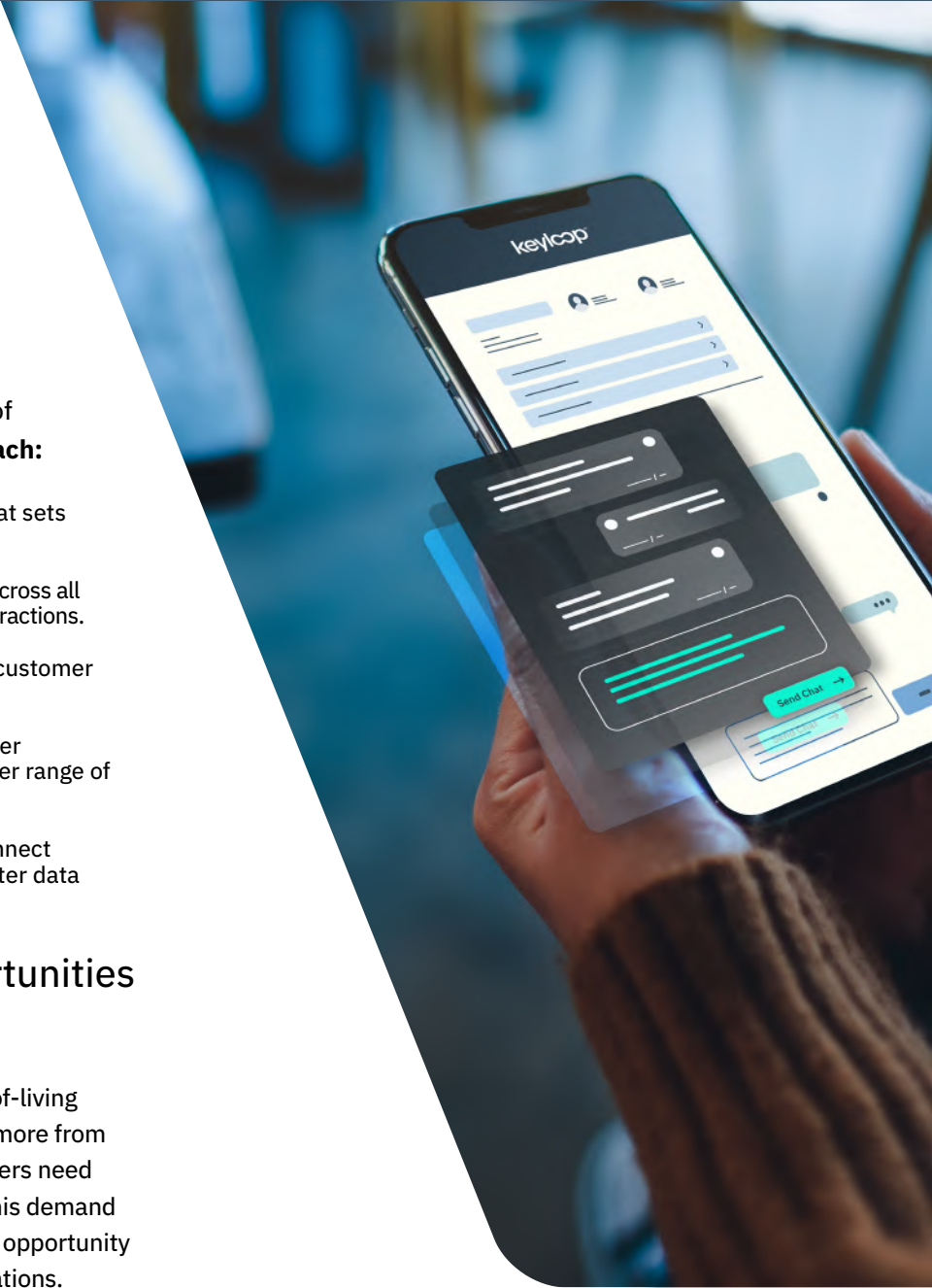
Driven by issues including sustainability and cost-of-living concerns, consumers are quite rightly demanding more from their chosen brands. As spending tightens, customers need transactions to go further to validate purchases. This demand increases the need for personalisation, opening an opportunity for retailers and OEMs to meet and exceed expectations.

Some of the near-future opportunities we're working on at Keyloop include electrification, connected mobility and generative artificial intelligence (AI).

The march towards Electric Vehicles (EVs) presents a real opportunity for those who get ahead of it. Retailers should be thinking about anticipating customer needs, supporting them throughout their EV journey, and utilising machine learning and telemetry to forge a competitive edge. OEMs are embracing this by delivering connectivity apps straight into the hands of consumers, and retailers would benefit from doing the same. Lastly, there's no doubt that generative AI will greatly impact the car buying process and customer experience, from enhanced discovery, personalised recommendations and streamlined servicing.



Graham Stokes
VP Sales, UK&I and APAC
Keyloop



Sponsor's welcome



**Graham Stokes, VP Sales,
UK&I and APAC, Keyloop**



Keyloop is once again proud to be a sponsor of this year's *AM Dealer Technology Guide*.

In 2023, automotive retail continues to evolve whether it be through new agency models or emerging ownership trends.

Because of this, swift adaptation to change and understanding consumer behaviours is vital, yet the industry continues to grapple with isolated systems and trapped data, hindering innovation and loyalty. At Keyloop, we are dedicated to transforming the customer journey by harnessing technology and building experiences that are personalised and hassle-free. Experiences that build customer loyalty and generate more sales. Experiences that not only embrace the desires and expectations of today's customers but also accompany them into tomorrow.

We call this 'Experience-First' and our focus is on deploying our technology to help retailers delight customers and bolster profit margins. Experience-First blends technology, customer insights and data to better understand and predict consumer needs and preferences. This, in turn, frees up time for staff to focus on exceeding customer expectations at every touchpoint, from initial contact and post-purchase servicing to facilitating the purchase of their next vehicle. This strategy fosters enduring relationships grounded in preference and transparency, helping retailers to open a relationship rather than close a sale.

For more information on our products:

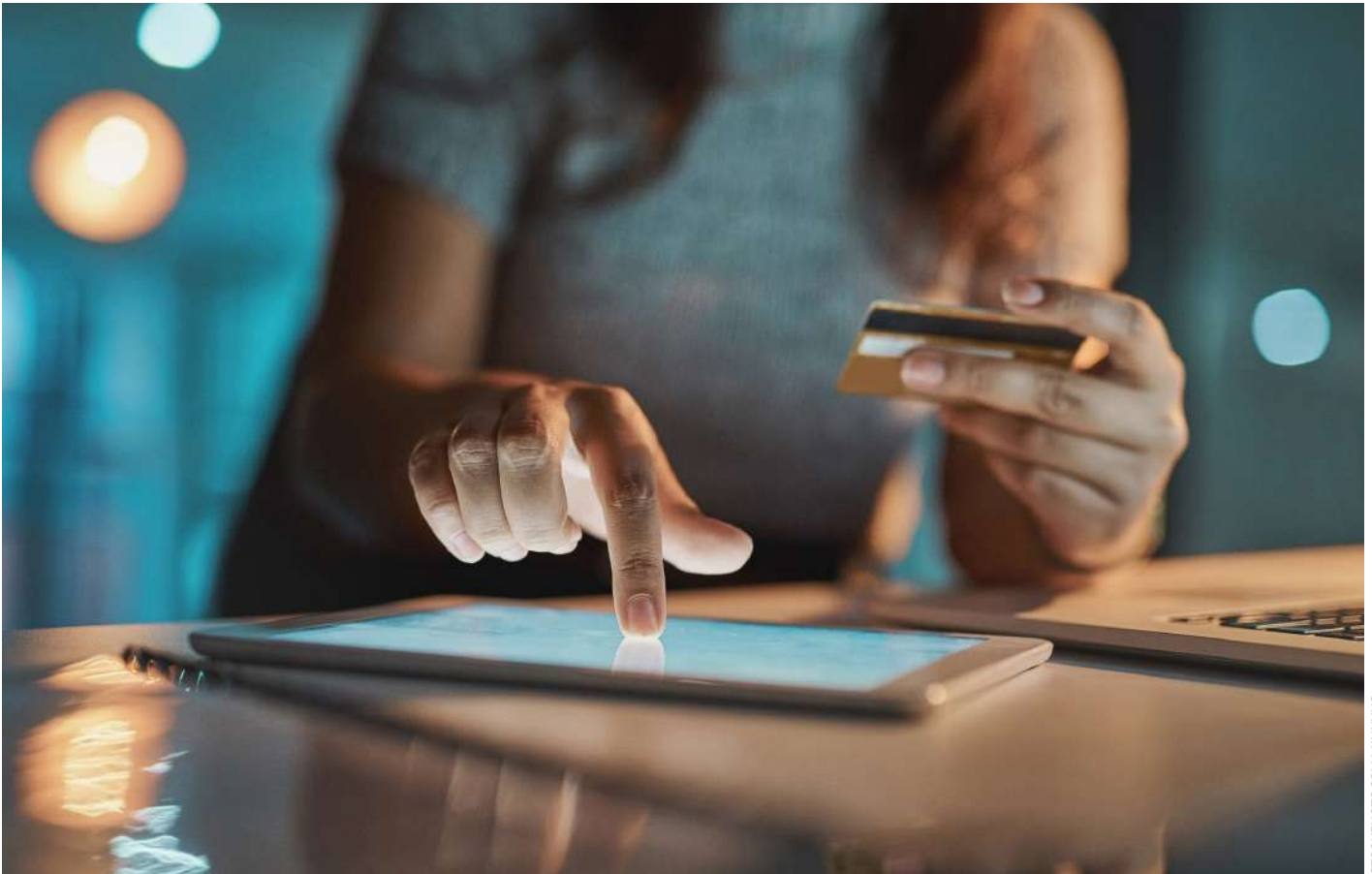
Website: Keyloop.com; X: [@KeyloopAuto](https://twitter.com/KeyloopAuto); LinkedIn: [Keyloop](https://www.linkedin.com/company/keyloop)

**Automotive
management
LIVE**

Brought to you by
AM THE ASSOCIATION OF
NATIONAL **NFDA**
NATIONAL ASSOCIATION OF DEALERS

SAVE THE DATE
NOVEMBER 9, 2023
BIRMINGHAM NEC

Register now at: www.automotivemanagementlive.co.uk



ISTOCKPHOTO.COM/JAY YUNO

regular updates, meaning calculations, including finance settlements, estimated mileages and current vehicle valuations are re-evaluated on a daily basis.

Communications can be personalised using templates, allowing you to send during the key stages of your customer's finance agreement to demonstrate an understanding of an individual's position and present the best available options.

Features at a glance: communication suite, notifications, new deal creation, tactical offers, deal presenting tool, unlimited hierarchy levels, web-based and single integrated system.

www.keyloop.com

Keyloop eMasterPortal

Take your finance retention performance and customer satisfaction to new levels via an automated process that lets you reach out at each stage of the customer journey along a pre-set timeline with eMasterPortal™. The portal offers your customers a comprehensive view of their options and facilitates direct communication with the finance company or your dealership. This empowers them with complete control, ensuring a personalised experience they will value. Whether it's refinancing an existing car or wanting a quote for a new car deal, eMasterPortal™ creates real

sales and renewal opportunities. With daily updates from the eMaster™ data engine, customer information remains precise and up-to-date, while capturing all customer interactions and activities.

Predictive algorithms guide you through setting up each process, with a dedicated training team on hand to help you get the best results. Features at a glance: web-based system, bespoke customer areas, deal builder and end-of-term management.

www.keyloop.com

Keyloop Payments

Give your customers the remote payment experience they want and streamline your accounting processes with Payments, powered by Worldpay.

Our Pay By Link feature provides a remote contactless payment option that gives your customers a stress-free experience. Automatic reconciliation of payments to the DMS means no more re-keying and matching invoices to transactions, saving time and minimising errors for your team. Every piece of information relating to invoices and payments is seamlessly integrated between your Worldpay payment processing solution and your DMS. Improve performance with digitised payments: fewer manual processes and paperwork around customer payments mean more accurate records, giving you the data to make smart

business decisions and streamline performance. The value of Payments: more than eight-in-10 say their company has lost work due to miscommunication in the payment process (Wakefield & Versapay).

www.keyloop.com

Vyne

Vyne Pay provides dealerships and OEMs with open banking-powered, account-to-account payments, an alternative payment method to card payments and manual bank transfers.

With Vyne, transaction fees are reduced by up to 80% compared with card payments. It offers instant settlement and more secure payments as every transaction is confirmed with Strong Customer Authentication, reducing the risk of fraud.

Plus, it streamlines customer experiences with a cardless, quick payment journey that can be completed in just a few taps, with no manual data entry, online or in-dealership with payment links.

Vyne also improves operations through integrations to the DMS, streamlining reconciliation, sales, and aftersales processes. For dealerships that want to get up and running quickly, Vyne has a no-code payment link solution that provides all the benefits of open banking payments, plus quick, easy onboarding within a matter of hours.

www.payvyne.com



Marketing Delivery



Automotive Digital Marketing Solutions

Keep in touch with your customers in the right place, at the right time, with our marketing automation platform, **VoiceBox**, for a seamless omnichannel experience.



Marketing automation aids aftersales retention

By Jeremy Evans, Chief Executive at Marketing Delivery

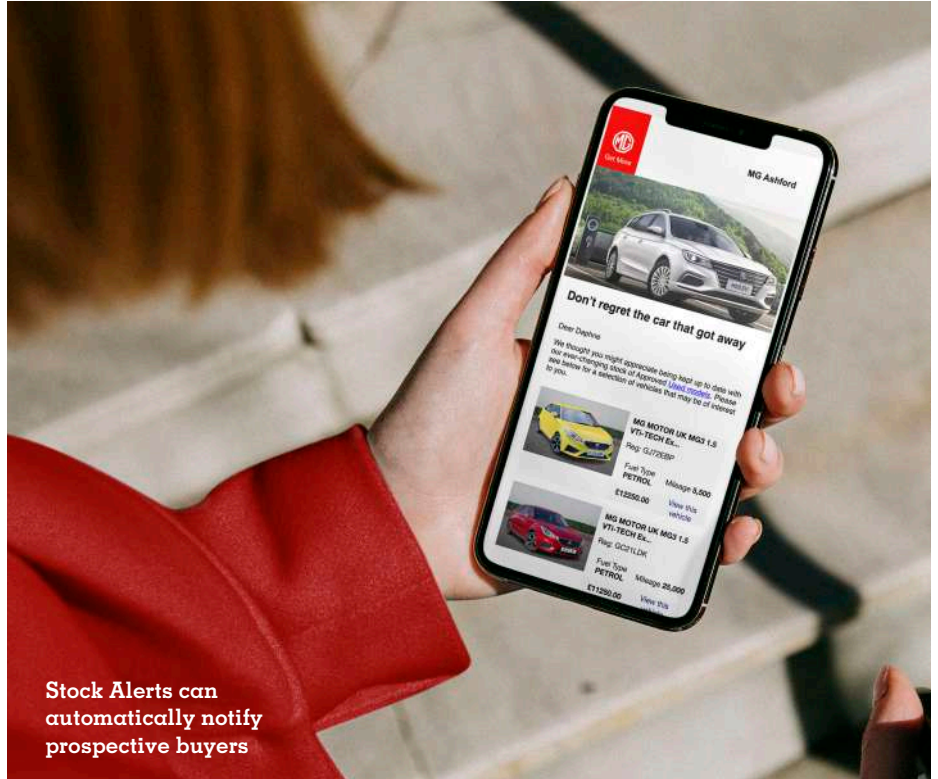
As the availability of new cars steadily improves and more orders are being fulfilled, the resulting influx of part-exchanges is helping dealers meet pent-up used car demand. However, the industry is still playing catch-up, tackling a relative paucity of good quality, retail-ready used stock.

The mix of used cars on dealers' forecourts is being influenced by a significant disparity in fleet versus retail demand. Increases in average new car prices and the general cost-of-living crunch are combining to suppress registrations to retail buyers. While the new car market grew 28.3% in July, business and fleet registrations continue to drive much of the growth; private demand increased by only 0.3% over the same period. A significant proportion of those incoming part-exchanges are, therefore, likely to be deflected company cars at the end of one- and three-year terms, which means vehicles from some brands are likely to be more abundant than others on forecourts.

Many retailers are finding they need to buy older vehicles to replenish meagre stocks. However, ageing vehicles are often harder to retail, so they can work out more expensive in the long run.

Being able to alert relevant potential buyers to the evolving stock mix has, therefore, never been more important, and technology can automate much of the process.

For example, our Stock Alerts solution can automatically notify prospects about the arrival of 'new-in' vehicles relevant to their search criteria, and take on the burden of promoting those ageing, hard-to-shift listings and the endless prospecting phone calls from sales execs. Meanwhile, SocialStock can run ads on multiple social platforms, taking segmented stock feeds to help market 'new-in' as well as ageing vehicles, simultaneously.



Stock Alerts can automatically notify prospective buyers

Automation in aftersales

Digital interaction with customers is becoming more important in aftersales, and not just for those running cars within the traditional three-year warranty window.

Looking at service bookings made with Marketing Delivery's dealer partners, we've seen an increase in response rates for digital campaigns targeting people with older vehicles. For example, among those customers running cars between five and seven years old, bookings that result directly from an email reminder rose from 16.2% in 2022 to 27.7% in 2023. And for cars more than seven years old, the conversion rate increased even more significantly – up from 12.2% to 24.1%.

Our VoiceBox for Aftersales solution can automatically send customised and timely emails and SMS communications to remind customers of MOT and scheduled services, as well as safety recalls and health-check/amber

follow-up messages. Automation means aftersales teams can focus on those customers and prospects who really need their attention.

The conversion rates are backed by our own survey data gauging sentiment about digital reminders, particularly when it comes to making customers' lives easier. Close to three-quarters (77%) of 1,000 UK motorists surveyed said they would be more likely to book an appointment if the MOT and service appointments were combined. VoiceBox can integrate with DVSA to keep MOT records up to date without the need for manual data cleansing helping maximise the dealer's opportunities by contacting customers at the right time.

And, as a member of the Keyloop International Partner Programme, any MOT date adjustments can be fed directly back to a Keyloop DMS, further improving operational efficiency.

Website: www.marketingdelivery.com

Email: hello@marketing.delivery

Telephone: 01892 599 917

Marketing Delivery

VoiceBox

Drive your **business further** with your car dealerships' data.

Business **I**ntelligence Solutions for the Automotive Industry.

Empower your entire team from technician to director to **make the right call every time**, with total data insight that guides action against every opportunity and flags every risk.



Increase used car profit margins.



Optimise used stock purchasing to drive sales.



Catch every upsell opportunity on warranty, F&I, gap & paint with a complete data solution.



Increase VHC performance, both red & amber opportunities.



Utilise geo mapping tools to optimise trade sales & van routes.



See it all at a glance – from your desk or on the move with our online dashboards and reports.



22 of AM150 are already using RWA as a management information system to drive the performance of their business.



Request a demo to see what opportunities you are leaving behind
Visit: www.realworldanalytics.com/automotive

With so much going on, it's hard to see what's really happening...



Enquiries & Conversions

Manufacturer Bonus

Add On Margins

Sales Person Performance

Managing Stock

DOC's

Buying Used Cars

Used Car Valuations

Conquests

CRM & Web

Technician Efficiency

Service Retention

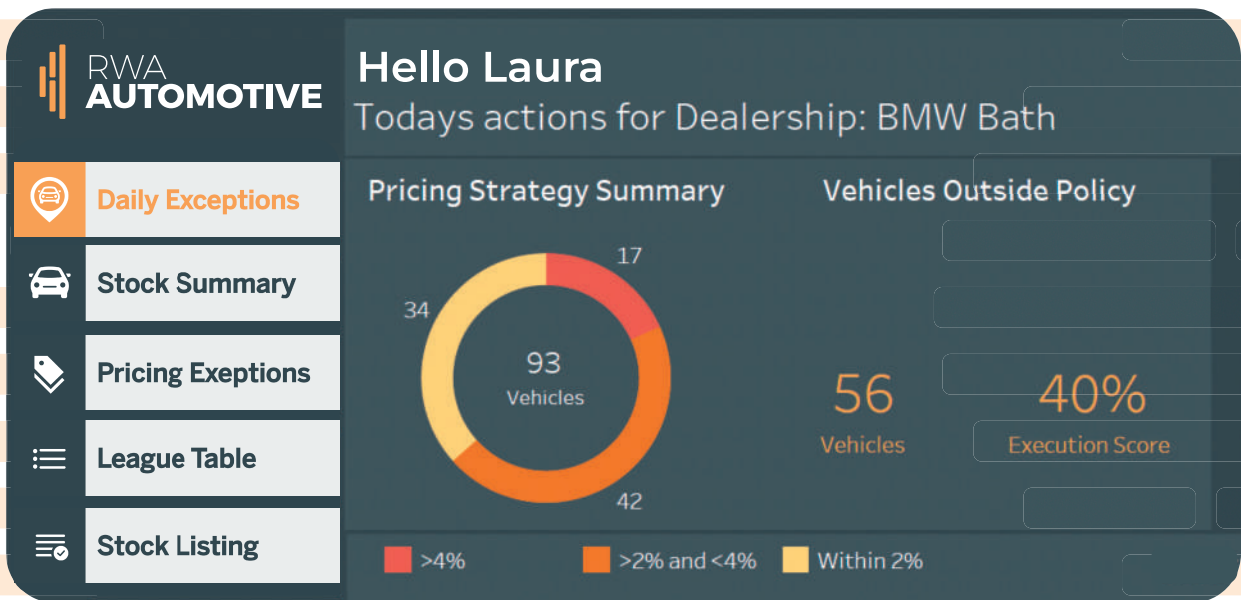
VHC Upsell

Parts & Service Advisors

& Much More



Our **business intelligence** tools will show you what actually needs attention to ensure your business succeeds.



Drillable visual dashboards that integrate with your DMS, VHC, Budgets & more to help **improve business transparency** and **save you time** collating reports.

RWA Automotive has built a cloud-based Business Intelligence (BI) solution specifically for dealer groups and has been helping them use their data to translate business drivers, consumer insights and employee behaviour into more profitable ways of working and deliver outstanding performance as a team.

RWA's solution is the one place dealers go to manage their whole business. It brings data in from their DMS and their third-party applications and these are blended with their budgets and targets. Senior executives can see everything that is going on in one visualised and drillable dashboard, while automated DOCs are delivered to the branch managers to ensure exceptions are dealt with on the fly at all levels in the company.

If you would like to find out more about how RWA Automotive is providing dealer groups with the ability to bring all their data into one place and maximise their profitability, please get in touch.

Email auto@realworldanalytics.com | Call 0808 1890 617

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Bluesky AutoEdge

AutoEdge is an intelligent visitor-tracking and dynamic personalisation solution that allows dealer websites to personalise and optimise the content presented to the visitor, in order to boost conversions. AutoEdge turns a website from a static site making assumptions about what a customer might want, into an engagement-boosting site that understands customers' needs and delivers them exactly what they require at exactly the right moment. With existing evidence showing that 72% of people only engage with marketing messages that are customised to their specific interests, we knew that this was a truly powerful opportunity. The results of websites using AutoEdge speak for themselves – boosting conversion rate by 10% and delivering nearly 600 more used car enquiries in less than 30 days are just two examples.

www.blueskyinteractive.co.uk

DEKRA Learning Studio

DEKRA Studio's skilled digital developers build bespoke, effective, engaging digital coaching

solutions across a wide range of formats.

Working on big or small projects we transform learner experiences by incorporating elements which can include gamification, 3D-animation, virtual reality, hosted webinars and digital learning content.

We work across a range of automotive disciplines, new car, used car, fleet, aftersales, electric vehicles (EVs) and customer experience. Our intimate knowledge of the automotive sector, combined with our flexibility and passion to create meaningful content means we produce economically attractive solutions which our clients value for their exceptional and innovative content.

Digitalising content gives learners 24/7 access which they can work through in bite-sized chunks to suit their schedule, we can also further support them with either digital or face-to-face coaching.

www.dekra-uk.co.uk

Experian

Whether it's checking vehicles in the showroom or planning strategies in the boardroom, our range of data, analytics, software and decision-making solutions power every aspect of the consumer buying journey. Both consumers and the automotive industry are ever-evolving, and in order to grow, you

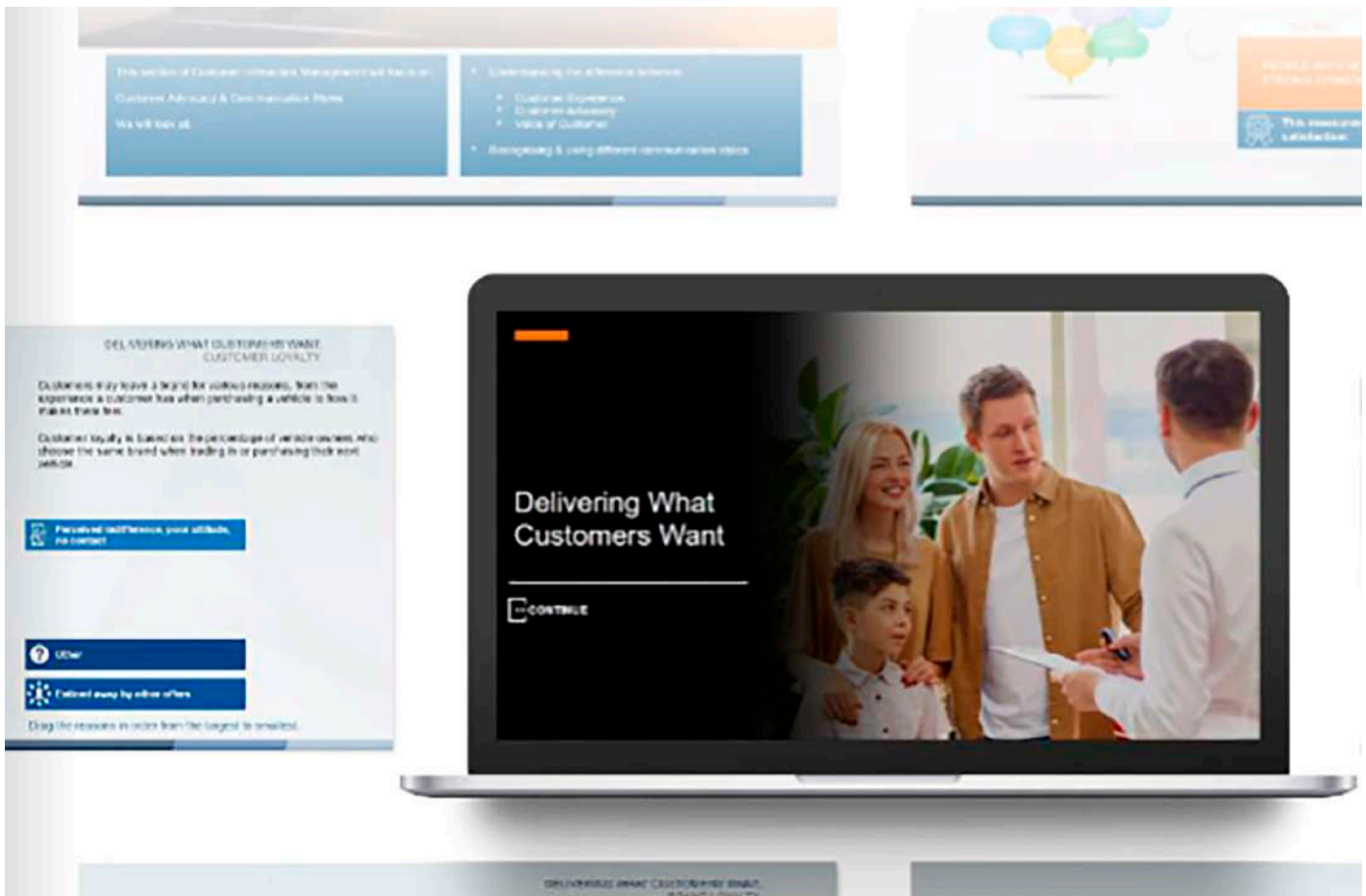
need to keep pace. Experian has the data and tools you need to make smarter decisions, reduce risks and grow profits. Including pre-approved automotive finance offers.

Many prospective customers will be looking to buy on credit. The quicker you can confirm their eligibility, the more likely you are to close a deal. Our eligibility offering can give prospects a strong idea of what they can afford in seconds, all without requiring a full credit check. Benefits of Experian Automotive Data: administration time for data entry is significantly reduced; inaccurate data entry is virtually eliminated, enabling you to get the correct data all the time; controlling vehicle stock is more efficient; understand vehicle provenance and valuations; minimising the reconciliation of inconsistent data; fewer interface programmes; the customer experience and process flow is enhanced.

www.experian.co.uk

ICX

ICX is an automotive-focused BPO (business process outsourcing) company delivering the people, process and technology that enable your prospects and customers to interact with your business via their preferred communication channel at a time convenient to them.





ICX's omnichannel platform delivers customer interactions across voice, email, SMS, social media and Live Chat. ICX utilises AI and machine learning to drive operational efficiencies and support our highly trained customer experience advisors to maximise their effectiveness when representing your brand and to support your customers throughout their buying process.

ICX is an FCA-appointed representative enabling it to support the full blended buying process from initial lead prospecting and qualification to completing the entire transaction.

www.icx.co.uk

iStoreDOCS

StoreDOCS facilitates the seamless flow of digital documents, allowing dealers to benefit from the compliance, document storage and customer retention tools that iStoreDOCS provides.

Moving to a cloud solution significantly reduces printing costs and improves customer engagement when completing documentation. A new handover module enables a faster and more streamlined handover process. Also, completion of deal files at month end is easier due to them all being in one place for checking and auditing.

Helping teams become more productive is at the heart of the iStoreDOCS mission.

With 80% of employees choosing file sharing, it is the most requested cloud service by employees because it reduces issues and needless duplication, while increasing collaboration.

The cloud is secured with the latest encryption technology to ensure customer data is safe and compliance procedures can be enforced. Users of iStoreDOCS achieve a 99.5% compliance rate.

www.istoredocs.com

Keyloop Campaigns

Streamline your marketing campaigns with powerful automations to deliver better conversions and results. Implement multi-channel campaigns across SMS, email or letter with scheduled automated activation that ensures interaction with the customer at every touchpoint. Effortlessly assign tasks to individual users or teams. In addition to this, with the enabled call manager licenced product, you can generate calls for a group of agents.

Automatically contact customers at key trigger points and use linked surveys embedded in an html to update your marketing agreements and gather feedback on their sales experience.

Streamline customer journey interactions such as follow-ups, service reminders and service booking reminders to minimise no-show appointments at your dealership.

Chase amber work reported in previous visits and customers with similar models or upcoming vehicle replacements through tailored, large-scale campaigns for new model launches. Select marketing agreements and customer opt-out settings to ensure accurate customer targeting. You can also easily export campaign results for further analysis.

www.keyloop.com

Keyloop Customer Satisfaction

An innovative survey and feedback solution that elevates customer engagement and improves visibility, allowing you to raise awareness and speed-up actions to improve and resolve service issues and complaints.

Survey Generator: gain a deeper understanding of your customers' experience and identify important insights using the Survey Generator, a handy tool that includes an intuitive question bank featuring multiple question types.

Survey Manager: use the Survey Manager questions feature to gather your customer's





Accelerate vehicle preparation

Join over 100 businesses in the UK using vAutoPrep.

Let us show you how we reduce preparation time, improve efficiency and increase margin.



Streamline and Enhance Vehicle Preparation



Real-Time Stock Location and Optimisation



Advanced AI Integration and Efficiency

Check out our new website for more information and videos on how it works



Your Complete Vehicle Preparation and Tracking Solution



How vAutoStock can add £288,000 to your bottom line

Whatever we reduce our client's preparation time by, leads to the same reduction in days to sale—improving turnover and increasing their bottom line.

Our products

vAutoPrep – Full visibility of vehicle preparation.

vAutoTrack –Track vehicle stock and automate preparation with RFID tags.

vAutoBots – Use AI to update systems and reduce admin tasks.

How do we make you £288,000?

We are focused solely on your vehicle preparation. Improving your processes and giving complete visibility ensures delays are reduced and staff are fully utilised. By reducing preparation time from 20 days to 7 days turnover increased which took sales from 80 to 100 per month.

If you would like to understand what we could achieve for your business let us calculate it for you.

How does it work?

DMS Link

- Take a stock feed from your Dealer Management System
- Update Workshop and Bodyshop process from your Dealer Management System

Check-in

- On-line check-in allows work to be noted and started on as soon as the vehicle arrives
- Internal departments and external suppliers instantly know what work is required and when.

Allocate work

- Allocate work to the correct external or internal user
- Monitor how long it takes for the work to be completed
- If additional work is found it can be authorised immediately
- Optional clock on and off with reporting.

Barcode/RFID

- Add a RFID tag or Barcode to track, move into and update preparation processes.

Your processes

- Each business is unique and has it's own challenges.
- We allow you to bespoke the system to fit your process.

Parts ordering

- We understand this is a complex issue and can delay the process.
- As soon as a job requires a part, the parts department is notified.

Reporting

- The key to success is ensuring everything is measured and problems are clear
- Our dashboard allows you to see everything you need at just a click



- We also have bespoke reports should a business require.

AI Automation

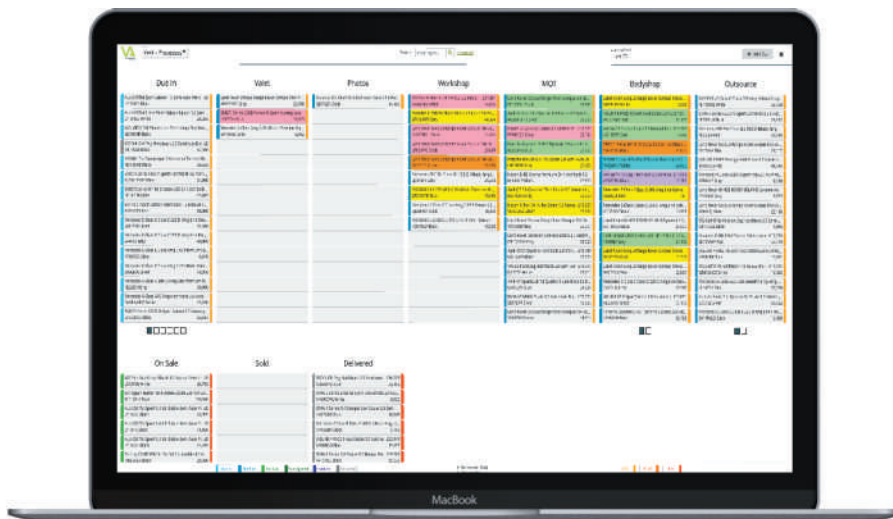
- Stop double keying
- Take away basic admin tasks from busy staff

What makes us different

We are not your typical software provider. Our products are developed and rolled out by people that have been directly responsible for vehicle preparation.

Additionally, we listen to our 1,000 users and love a unique idea to make it better each month.

Don't just take our word for it - we are recommended by over 100 businesses using vAutoStock products. This includes small independent dealerships right up to top 100 and international clients.



www.vautostock.co.uk

info@visualautomotive.co.uk

Tel: 02083 555 805

U
 MOT
 JRAN
 COSMETIC REPAIR INSURANCE
 RANCE COSMETIC P
 INSURANCE
 CE TYRE & A
 APT INSURAN
 E

A
 SID
 CE RL
 MOT TEST INSURANCE
 SURANCE MOT TEST
 PAIR INSUP
 CE COSMETI
 OYING RANC
 Y

A
 ES
 WARR
 ROADSIDE ASSISTANCE WARR
 NCE ROADSIDE AS
 ST INSURAN
 RANCE MOT
 EPAIR INSURAN
 O

A
 JRA
 S GAR
 WARRANTIES SERVICE PLANS
 WARRANTIES SER
 ASSISTANCE
 CE ROADSIDE
 INSURANCE R
 CE

S
 AN
 LLOY
 INSURANCE TYRE & ALL
 NS GAP INSURANCE
 SERVICE PL
 WARRANTIES
 INSTAN WARR
 O

Reputation that brings revenue.

We have a plan for that.

Reliable reputation, comprehensive service, quality products.
 Warranty and Aftersales Programmes you can trust.

www.carcareplan.com



Car Care Plan

An AmTrust Financial Company



A product range to drive sales.

We have a plan for that.

Reliable reputation, comprehensive service, quality products.
Warranty and Aftersales Programmes you can trust.

www.carcareplan.com



Car Care Plan

An AmTrust Financial Company

marketing agreement consent and effortlessly incorporate a Net Promoter Score question into your surveys. The Survey Manager tool also enables your service department to efficiently communicate with customers to gather any further information required about a vehicle issue on a repair order.

Customer Satisfaction Commitment: demonstrate your commitment to customer satisfaction by automatically responding to customers and identify trends across surveys over a given time frame.

Mobile Survey: By introducing the mobile survey licenced product, you can choose to send the survey directly to the customers via email or SMS.

www.keyloop.com

MGS 360

MGS 360 is an intuitive automotive CRM tool covering the full customer journey from enquiry through to aftersales retention and repurchase. The application uses third party data integrations including DVSA data, connected car feeds, recall, VHC and service plan information to create a powerful single customer view, driving strong conversion and retention rates and giving unbeatable visibility of performance. MGS 360 provides seamless integration of data management, cleansing, lead aggregation, automated marketing,

online service booking and lead prioritisation, driving profitability with laser-focused efficiency.

The platform gives retailers the confidence to take the right actions to maximise opportunity and drive better outcomes. Retailers focus resource on the customers most likely to convert, driving up to a 70% increase in bookings per head.

With the newly released MGS 360 Lead Manager module, retailers can track customer engagement levels with outbound sales marketing and measure interest through sophisticated web tracking, prioritising follow up calls based on likelihood to convert.

www.marquegroupsolutions.com

Reputation

Reputation claims to be the only CX platform that manages feedback from acquisition to loyalty. Everywhere a customer, or potential customer, is talking about you can be managed within the Reputation platform.

The platform translates vast amounts of solicited and unsolicited feedback into prescriptive insights that companies use to learn from and grow.

Thousands of organisations rely on the patented algorithms behind Reputation's platform to provide a reliable overview of their CX and make targeted business improvements. Reputation is the trusted CX platform of choice for more than half of the

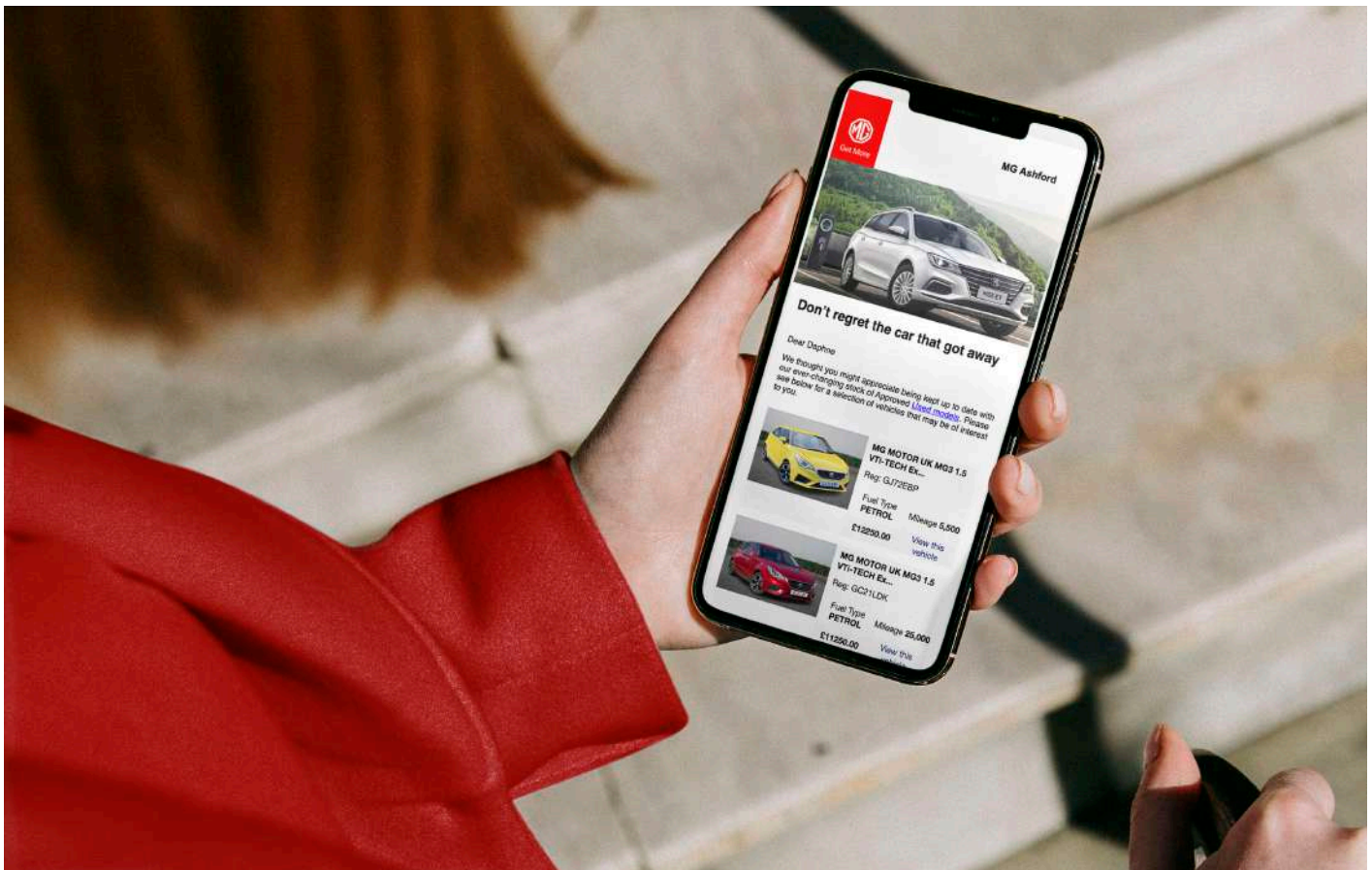
AM100 dealer locations across the UK, including six of the top 10 AM100 dealer groups. We operate globally from eight offices, and employ 600+ people who are experts in what we offer.

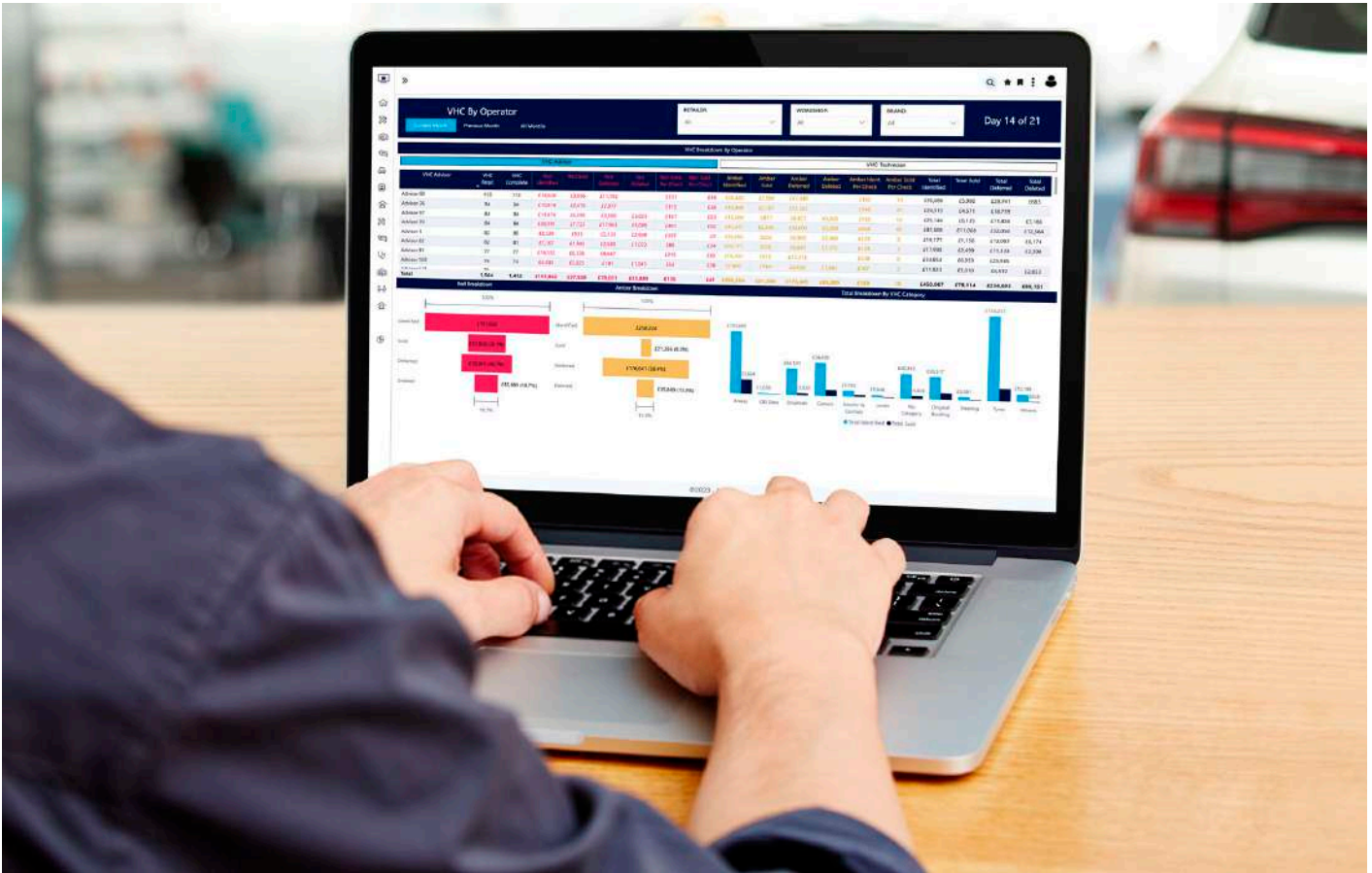
www.reputation.com

TooT

TooT is a customer engagement platform built for the automotive industry, by automotive industry technology professionals. We help automotive businesses tell a different story, and create a remarkably easy experience for all of their customers, both new and existing. Harnessing the simple, but extraordinary, power of SMS, TooT improves customer engagement using its campaign manager and conversation dashboard. With industry-leading connection rates, dealers are seeing the return on investment (ROI) from implementing this affordable, innovative and new approach to customer communication.

QR codes, WhatsApp and ChatGPT are dropping soon which will make TooT a unified communication platform offering consumer marketing, eVHC follow-up, service and repair progress, vehicle order status reporting, preparation updates and ISPA and OEM recall functionality. Manage all your customer engagement in one multi-channel platform, with affordable fees, only paying for what you





use. Several dealer groups using TooT are combining its automation with a business development centre to achieve 95%+ connection rates on all outreach. www.tootdigital.com

VoiceBox from Marketing Delivery

VoiceBox is a digital marketing solution that helps motor retailers maximise the efficiency and productivity of their interactions with customers and prospects. It seamlessly integrates with major DMSs to automatically issue fully customisable, time-sensitive email or SMS communications, tailored by dealer-defined metrics and by each customer's preferences.

VoiceBox has benefits for both customer and dealer. From a dealer perspective, the system relieves much of the administrative burden for sales teams, sending automated messages that feed the sales funnel and re-engage with 'lost' leads. In aftersales, VoiceBox can issue automatic health-check, service and MOT reminders, drawing on DVSA data, and update customer responses directly into the DMS. Customers benefit by only receiving communications which are relevant to them – from an email about incoming stock matching their requirements, to an SMS reminder about an upcoming service or MOT. And for ultimate convenience, each communication is fully personal-

ised and can be replied to at the click of a button. www.marketingdelivery.co.uk



DEALER MANAGEMENT SYSTEMS & ACCOUNTS

AutoBI

AutoBI Workspaces offer retailers a comprehensive analytics suite providing near real-time updates on critical information about all aspects of an automotive business including CRM, sales, service and parts.

Harnessing the power of Microsoft PowerBI – said to be the best BI toolset available – AutoBI Workspaces are secure, scalable and affordable, with potential to grow in line with the retailers using them.

The solution is web-based providing remote and secure access to critical information from any location. Alongside the Workspaces, the AutoBI team offers tailored consultancy services to retailers, groups and OEMs looking to maximise the potential of data and business intelligence in their organisations.


Currently supporting major brands including the BMW, Mini, Kia, Vauxhall, Ford, Citroën, Peugeot, Jaguar and Land Rover, AutoBI has a growing presence in the UK and the Middle East.

Retailers who use AutoBI Workspaces can save time, make more informed decisions, boost team motivation, spot issues more quickly and identify new opportunities for growth. www.autobi.co.uk

AutoMetrixx

AutoMetrixx has been developed ground-up to provide manufacturers and dealer groups with a single 360-degree view of their business – connecting data from sales, marketing, service and finance into a unified cloud platform for easy access by all levels of the organisation wherever and whenever they need it.

Developed by data and analytics group Metrixx, the platform has the ability to securely connect to virtually any data source using built-in API connectivity – replacing intensive manual processing from spreadsheets, extracts and slide decks with automated visual insight across key areas of the business. Track market trends, social media metrics and lead conversions through to sales performance, parts and workshop metrics and customer value – all through a single platform available through mobile, tablet and desktop.

From strategic market analysis through to daily operating dashboards, the AutoMetrixx platform enables true data-driven decisions by all levels of the business, increasing efficiency 

through automation and accelerated decision-making based on real-time data across the organisation.

www.autometryx.co.uk

CPH Insight – StockPulse

StockPulse from CPH Insight is a leading vehicle stock check solution which adds speed, simplicity and control to your vehicle stock check process.

Used by hundreds of franchised dealerships from major PLCs to small groups, StockPulse's time-saving features make it the clear choice for driving stock control and speed to market within your vehicle stock process.

Utilising the latest in AI and GPS technology, the StockPulse app runs on iOS and Android devices, interpreting registration and VIN plates and matching to your DMS stock records.

The solution takes the hard work out of the reconciliation process – tagging duplicates, auto-matching inter-company differences, highlighting exceptions and even matching to third party confirmations to ensure that on Day 1 of the stock check, management can focus on the key issues that matter. StockPulse is available on a simple pay-monthly basis with no upfront costs or software to install locally.

www.cphi.co.uk/stockpulse

DragonDMS

The DragonDMS lets dealership and garage customers pay their invoices from anywhere at any time, thanks to Dragon2000's new online card payment integration. Payment links can be generated in the DMS and sent direct to customers for fast and secure online transactions, saving you time from handling the process on-site.

You can also now take vehicle reservation fees online and sell parts and accessories on your website, with an online store that's fully integrated with the DragonDMS.

Dragon2000's DMS is award-winning software designed to allow dealers and garages to manage their business under one roof. No more entering the same data into multiple systems throughout the day, such as for third party websites, advertisers and payment platforms, as the DragonDMS takes care of it all for you with our single point of data entry. Our software also provides full visibility of your business, helping you to manage costs and drive profitability in each sales and service job.

www.dragon2000.co.uk

Keyloop DMS

An open, collaborative and flexible platform, designed to deliver frictionless automotive

consumer experiences, it seamlessly connects retailers with manufacturers and our extensive ecosystem of approved partners.

A complete solution for the management of your retail group. Designed for today's dynamic automotive era and changing consumer priorities – deliver experiences that foster loyalty and growth.

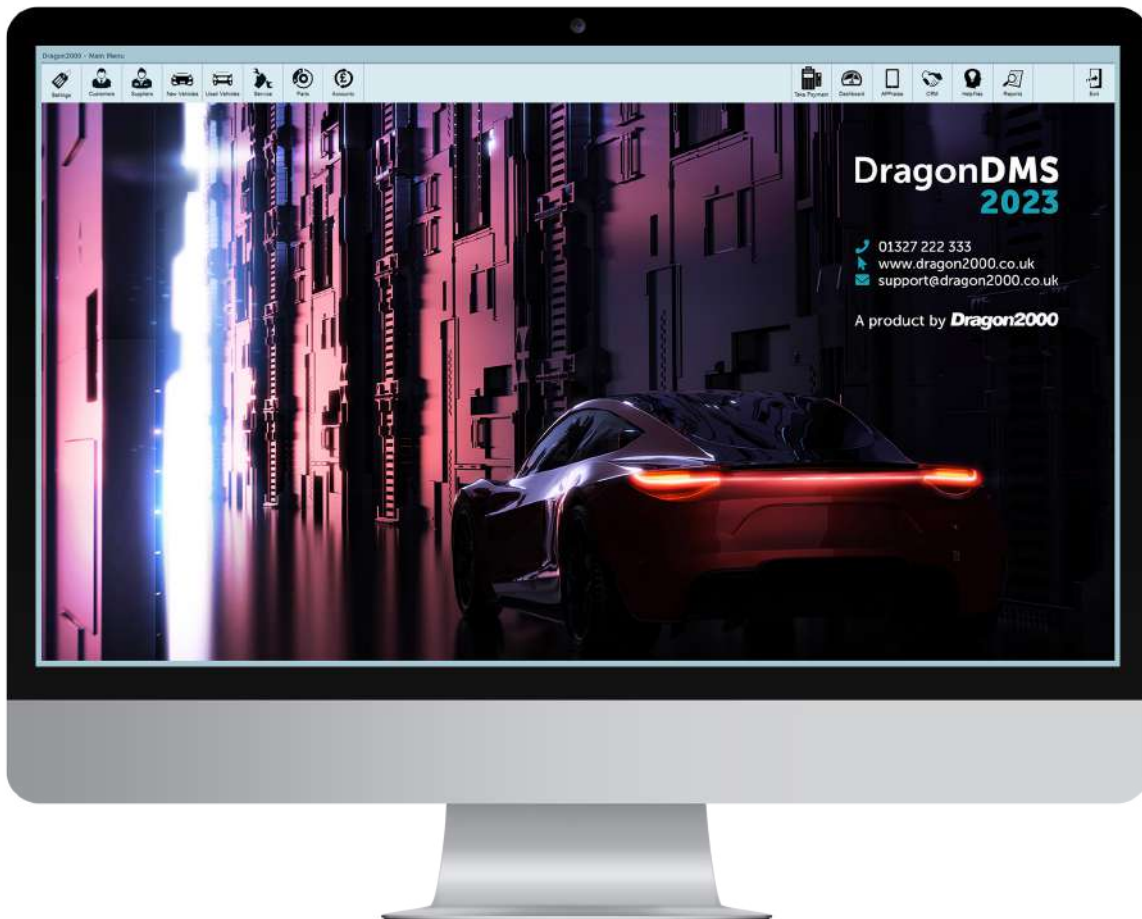
Our Experience-First Platform connects the DMS data to approved applications from manufacturers and partners.

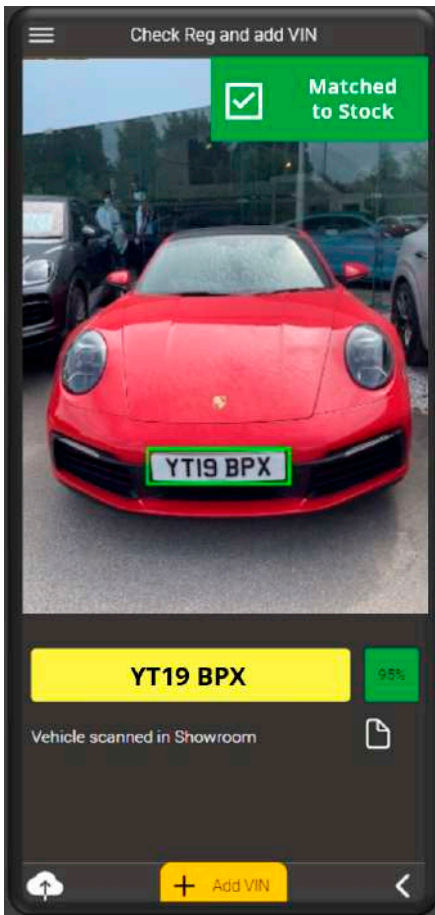
To enhance performance in sales or service teams, retailers can choose additional Keyloop solutions, tailoring the technology to meet specific business goals. We back this up with expert professional services that deliver dedicated support and training for speedy and successful implementation.

Real-time connectivity between every department – unleash the power of connected data and enjoy seamless data transfer between every department. Keyloop's Active Data Core ensures fresh, accurate insights are available across all systems and connections, powering near real-time consumer insights.

With consumers increasingly adopting an omnichannel approach, our DMS supports a seamless transition between online and offline journeys.

www.keyloop.com/dms





The Keyloop Experience-First Platform

The Keyloop Experience-First Platform provides automotive retailers and OEMs with an end-to-end technology ecosystem, encompassing every part of the car-buying journey from the research, to test-drive, to purchase and aftersales and care.

The platform gives the game-changing agility to delight consumers, boost sales and improve margins.

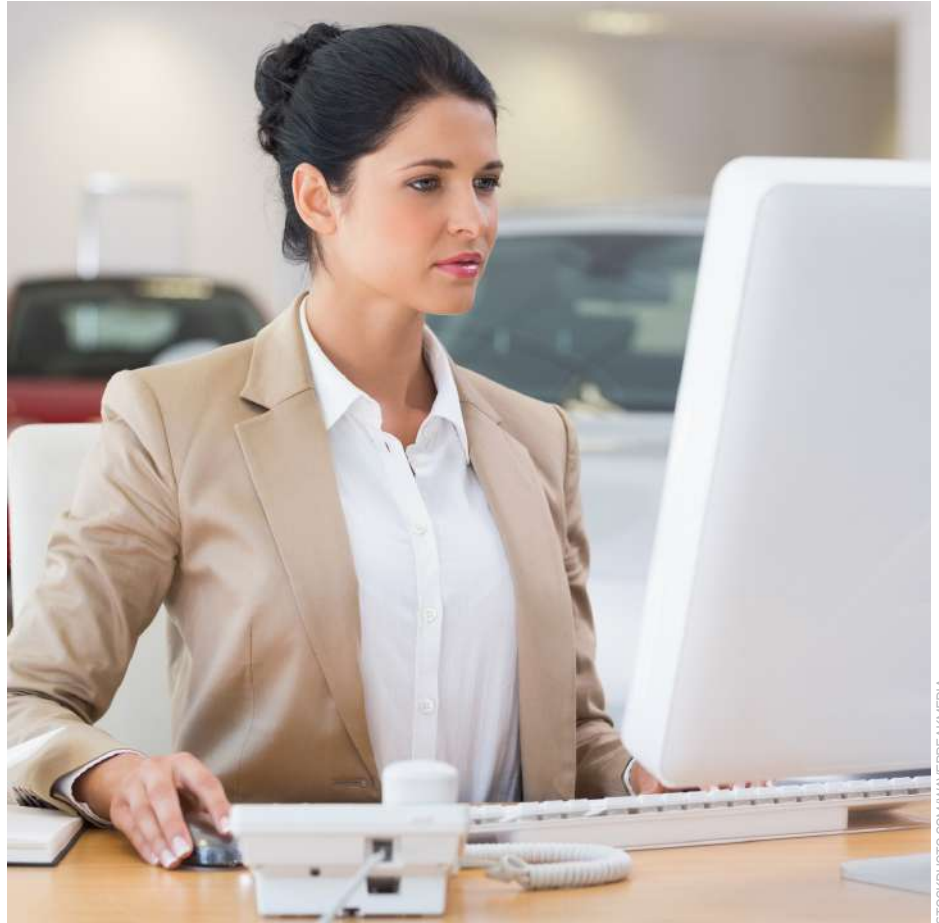
In today's blended physical and digital world, delivering distinctive experiences across the increasingly complex consumer lifecycle is essential to cultivating enduring loyalty and locking in repeat customers.

With Keyloop you can build on your DMS foundation and unlock data to shape experiences that meet each consumer's preference. This is thanks to Keyloop's broad portfolio of applications and proposition-lead journeys across the consumer lifecycle. As the largest global automotive technology company, Keyloop brings the unparalleled industry expertise and international best practice required to help retailers and OEMs successfully shift to the new Experience-First way of doing business.

www.keyloop.com

Nexus Point – Apex Automotive Software

Created by dealer software developer Nexus Point, Apex is an end-to-end software package combining



ISTOCKPHOTO.COM/WAVEBREAKMEDIA

CRM, DMS and dealer websites. Users log into one system to access everything they need for automotive retailing, and it fully integrates with essential suppliers. Dealers can choose which systems they want, adding more as their business grows. Cutting edge technology in one: the joy of Apex is that it does everything – lead generation, deal stacking, customer relationship management, FCA compliance and accounting.

To learn more about Apex visit www.nexuspoint.co.uk or email hello@nexuspoint.co.uk.

www.nexuspoint.co.uk

One Auto API

One Auto API is a data integration platform that provides instant access to a wide range of data services through a single API including valuations, retail price metrics, vehicle checks and market inventory. It places established providers such as Cap HPI, AutoTrader and Experian alongside innovative new data providers such as Brego, Marketcheck and CarGuide – with free implementation consultancy available to help dealers maximise value from their data.

With transparent, volume-based pricing and no long-term contracts, users can scale up, scale down, add or remove data services in an instant –

all managed in one place with one monthly invoice. As well as making it easier for motor retailers to integrate powerful data into their websites, software and apps, One Auto API offers a host of additional benefits that can lead to significant cost savings. These include reduced supplier management, less development effort, faster time-to-market, improved data security and management, reduced support costs, lower maintenance overheads and increased resilience.

www.oneautoapi.com/

Pinewood DMS

Pinewood provides the tools to manage the full business process for vehicle retailers worldwide. Pinewood DMS is bringing traditional dealerships into a new digital era, moving away from PC-based systems towards working on-the-go with mobile devices, all fully integrated in one complete solution.

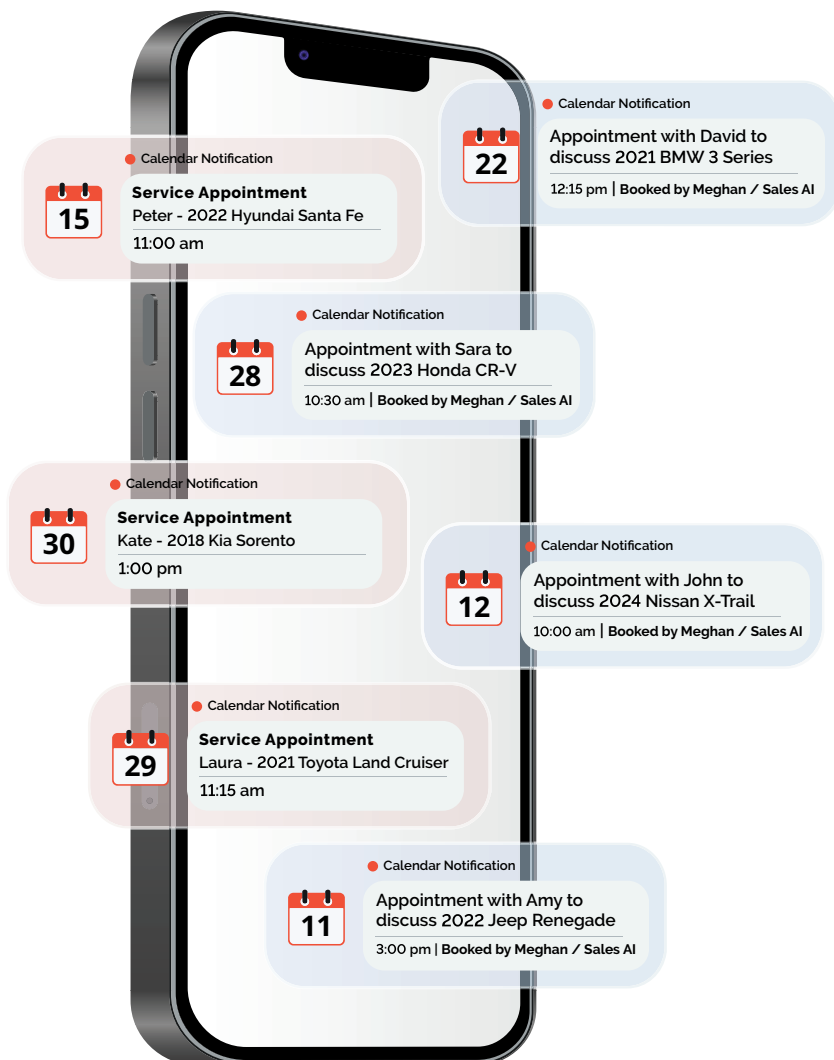
Thanks to Pinewood's enhanced app suite and regular updates with Microsoft Azure, dealerships can respond to retail trends when they happen and be confident that they have the tools to provide the best customer experience – in-store, online, or a mix of both.

Our expert understanding of every aspect of the dealership ensures Pinewood DMS is 



AI-Powered Customer Lifecycle Management

Deliver exceptionally engaging experiences at every touchpoint powered by generative conversational AI.



Digital Merchandising

Transform static VDPs into captivating experiences that engage, educate and influence prospective buyers. Anytime, anywhere they desire.



Chat AI

AI-powered web chat that delivers a better customer experience AND better business results. This is what next-generation chat looks like.



Sales AI

Advanced conversational AI that converts more leads into showroom appointments with personalised, human-like engagement at scale.



Service AI

Grow service revenue with automated outreach and personalised communication at every touchpoint of the ownership experience.

The promise of AI for auto dealers

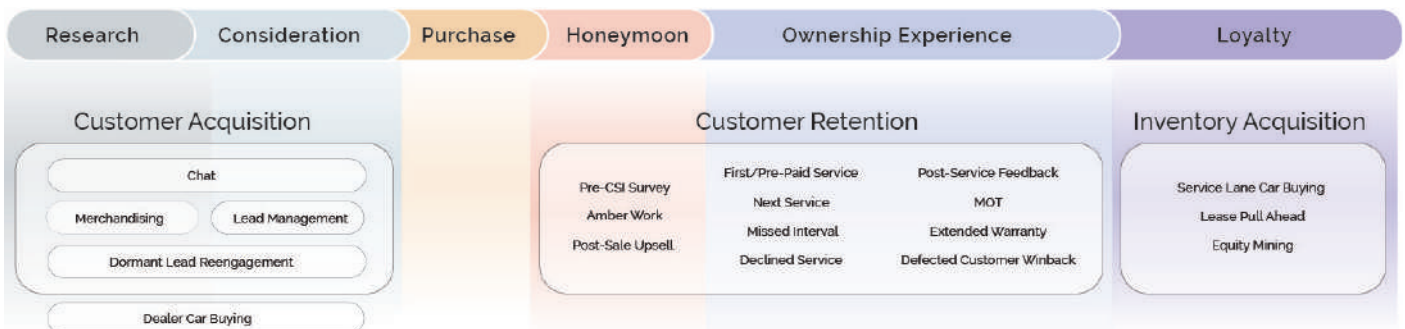
For years, dealers have struggled to keep up with the never-ending stream of activities and interactions required to maximise the lifetime value of every customer.

Effectively managing every touchpoint in the customer lifecycle is simply too time-consuming to be achieved with limited human capital. The emergence of intelligent automation powered by artificial intelligence (AI) changes all that by providing dealers with highly scalable technology that dramatically increases the productivity and

effectiveness of existing staff, while delivering exceptional white-glove experiences to every customer.

The benefits of AI for auto dealers are numerous. First, because AI provides a consistent and reliable process for engaging every customer in real-time at any hour of the day or night, dealers can deliver a far superior customer experience. Whether it's responding to after-hour leads or delivering personalised service recommendations at precise points in a vehicle owner's lifecycle, AI ensures that every customer

gets the attention they deserve. Second, because AI is continuously learning and adapting, its performance improves over time. AI-enabled dealers see ongoing increases in lead conversion rates, sales volume, service appointments and customer retention. Finally, AI streamlines operations and drives productivity by taking over repetitive tasks, freeing up staff to focus on higher-value activities. With AI technology in place, dealers can reduce operating costs and support business growth without increasing staff levels.



Maximising customer lifetime value with Impel

Impel's Digital Engagement platform is the ultimate solution for AI-powered customer lifecycle management.

By harnessing the power of generative conversational AI to deliver personalised engagement at scale for shoppers and customers, dealers can maximise profitability by increasing sales velocity and customer retention.

By leveraging intelligent automation, dealerships can enhance team performance and effectiveness across every department without increasing overhead.

Digital Merchandising: Impel's intelligent digital engagement solutions enable dealers to transform static web pages into compelling experiences that showcase the unique value of each vehicle, turning shoppers and browsers into high value leads.

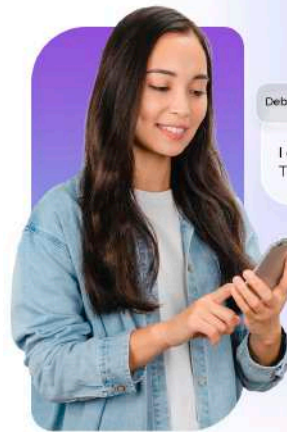
Chat AI engages consumers with natural, personalised conversations and vehicle-specific content that increases conversion rates and appointments. It's a powerful conversational experience powered by large language models,

robust prompt engineering, and Impel's proprietary Automotive Optimisation Layer.

Sales AI provides immediate and persistent follow-up for every digital lead.

With conversational dialogue delivered through email and SMS text, Sales AI engages shoppers in human-like interactions, automatically sets appointments in the dealership CRM, and hands off ready-to-buy shoppers to sales personnel. Dealers can focus on selling while Impel handles the rest.

Service AI enhances the service operation and increases revenue with personalised communication delivered at critical points throughout the ownership lifecycle, including first service, next service, declined services, abandoned customer recovery, vehicle recalls and more.



Endorsed by leading OEMs, Impel's Digital Engagement platform is the solution dealers need to revolutionise their customer journey while reaching new levels of operational efficiency and productivity. There's never been a better time to upgrade your omnichannel retail experience.



impel.io
info@impel.io

SPONSOR
SHOWCASE

in association with

ATG



FUSION

A C Q U I R E • C O N V E R T • R E T A I N

“It’s no secret that ‘omnichannel’ has become a buzzword within the industry.”

Omnichannel: Data, personalisation and other practicalities - By Tim Smith

It's been 2 years since you merged 4 industry-leading providers to form Automotive Transformation Group. How has this innovation benefited your customers?

We launched Automotive Transformation Group in 2021 following the merger of GForces, Autofutura, SalesMaster and Chrysalis. The purpose of which was to make buying cars easy using a proprietary set of digital, data and retention solutions.

Using our combined talent and expertise, we have designed a cyclical approach to automotive retailing that focuses on acquisition, conversion and retention. This trinity allows us to cater for every stage of the consumer journey, enabling customers to proactively, and in many cases automatically, manage vehicles, leads, deals and upgrades all by logging into a single system.

What does omnichannel mean to Automotive Transformation Group?

It's no secret that 'omnichannel' has become a buzzword within the industry. Accelerated by the pandemic, consumers now demand a combination of both online and in-store experiences. But it's not their appetite for multiple channels driving this movement. It's their frustration with having to restart their journey every time they transfer to a new one.

We believe there is a key differentiator between a multi-channel and omnichannel experience. The key is seamless, secure integration. For an experience to be truly omnichannel, a consumer should be able to begin their search online, bring that search in-store and then back to the website again (if they wish) without losing their preferences or progress. Omnichannel is a free-flowing journey of data from one channel to another and back again. It democratises the car-buying process, putting your consumer in the driving seat of their own transactions. And we're proud to be at the forefront of this technological development, that enables customers to offer this.

What role does data play in delivering a successful omnichannel experience?

The correct and efficient handling of data is critical. Retailers and OEMs need to have full visibility of their vehicle information, leads, deals and consumer records for them to deliver a first-class consumer experience. But it's the seamless flow of data from one channel to another that accelerates your path to omnichannel, allowing your consumers to pick up wherever they left off. As a result of this data, Automotive Transformation Group have access to exclusive business intelligence which we're excited to begin sharing throughout 2024 drawing on real consumer insights, demand and behaviour.

How can omnichannel technology enhance customer retention?

Consumers spend more time browsing and therefore have more choice than ever before. This means cost per acquisition is set to increase over

the coming years. So, it's important that once your consumer has been converted, every effort is made to ensure they want to purchase from you again.

Omnichannel technology can optimise this process through personalisation and proactivity.

For example, our connected user account provides the foundations of our technology suite. It automatically notifies consumers when there are updates to vehicles that fit their unique requirements. It stores all of their preferences from their search filters to saved quotes, giving them control of their purchase. Similarly, our retention solution helps salespeople proactively identify customers who are well-placed for an upgrade before they begin browsing for a new vehicle. In fact, we can help you sell five vehicles to a single customer over a ten-year period, compared to an average of three.

Our omnichannel technology is completely end-to-end, so you can rest easy knowing every element of our software is geared towards converting your customer for life be it through consistent engagement, standardised branding, targeted intervention or user experience.

Earlier in the year, you launched Fusion. How will its capabilities help brands on the road to omnichannel?

Fusion makes it possible to acquire, convert and retain more consumers. As a suite of all our products and services, it is the culmination of 2 years of consolidation and optimisation across our four heritage brands. It's delivered as a SaaS subscription but is completely flexible, allowing customers to find the combination that best suits their requirements.

Fusion can be tailored to deliver upon your goals. Whether you're interested in increasing hyper-relevant lead generation, enabling full lifecycle management of vehicle assets, supercharging deal profitability or accelerating trade cycle change frequency, Fusion can be tailored to execute your goals.

By harnessing the full force of Fusion, Automotive Transformation Group customers can facilitate ecommerce, increase lead generation, manage vehicles, process orders, standardise branding, send personalised upgrade offers and so much more. Through a fully connected user account and next-generation QR technology, consumers can browse at their own pace, taking their preferences with them from channel to channel, so there is no need to start from scratch. This ultimately breaks down the barriers associated with each touchpoint, allowing for complete visibility of the sales process to increase lead generation and operational efficiency.



Scan here to request your demo today,
or find us on LinkedIn.

 Automotive Transformation Group

equipped to meet the requirements of our customers – whether it's a single-site dealer or multi-franchise group.

A single-system approach means we can reduce the need for customers to buy additional software from multiple providers. We take time to learn and understand the ever-changing dealer landscape, constantly developing new features so our customers reduce the time spent working with inefficient and repetitive processes.

www.pinewood.co.uk

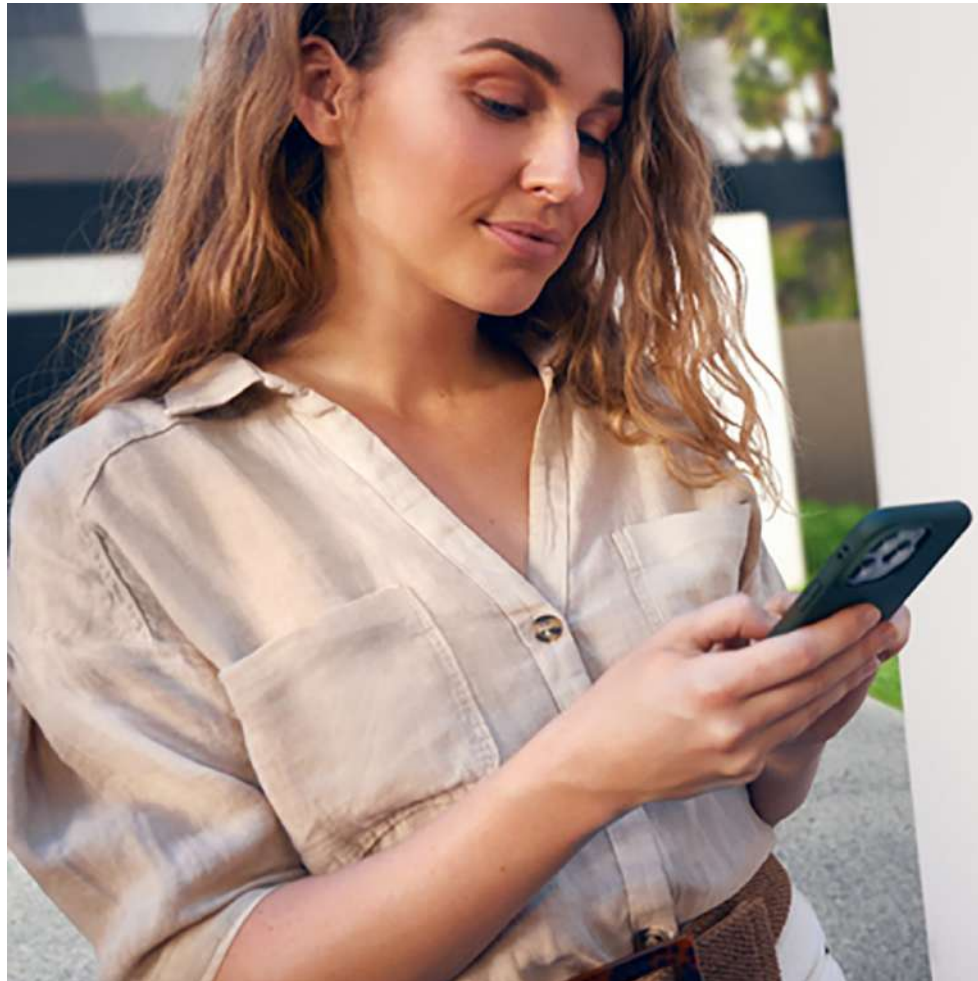
REALinsights

REALinsights from RTC, part of the CitNOW Group, is a dedicated Automotive Business Intelligence platform that provides data, reporting and actionable analytics. Delivered through Microsoft PowerBI, REALinsights is a single solution for all of a retailer's data, meaning no more waiting for reports to be collated, or being unable to access what you need.

REALinsights tracks performance across all departments of a business, collating data from third parties, DMS providers, used car marketplaces and more into a single powerful solution that quickly identifies key trends, compares performance and simplifies reporting processes.

It offers a range of reporting apps tailored to each business area, be that stock pricing, aftersales, sales, finance, and call centre through to executive-level dashboards. Through REALinsights RTC supports each business area to generate more profit, increase efficiency and be one step ahead of issues before they arise.

www.rtcauto.co.uk/realinsights



ELECTRONIC DOCUMENT MANAGEMENT SYSTEMS

FlowForma Process Automation

FlowForma, a leading provider of process automation tools for Microsoft 365, is revolutionising the automotive industry with an innovative approach to developing award-winning products that empower users to create and streamline their business processes smarter and faster, utilising the familiar SharePoint platform, without any coding.

The three-in-one, 100% no-code FlowForma tool is empowering business users with forms, workflow and document generation all in one solution, to rapidly digitalise simple and complex business processes with speed and flexibility, with minimal training or IT involvement required.

Leveraging the power of cloud-based digitalisation tools has seen a significant increase in efficiency, visibility, and employee/supplier experiences. Our product is proven for streamlining and accelerating widespread processes from finance and HR, to stock management, quality inspections and customer service.

In a time when skills are short, resilience is

essential and competition is high, automotive manufacturers and retailers are leveraging process automation technologies to address these challenges effectively, enhance overall efficiency, and stay competitive in a rapidly-evolving market.

www.flowforma.com

Keyloop Documents

Transform unsecured, manually produced, paper-based sales documents into streamlined digital workflows with complete confidence that information is stored securely.

Service Docs: automate service document workflows, remove paperwork and accurately track job files with digital customer signatures and audit trails. Your service team's productivity soars and customers are provided with quicker handovers. What's more, technicians can complete key documents without having to leave the service bay. View and validate everything you need prior to sending for warranty processing, meaning approval rates are increased at the first attempt. Effortlessly handle all your key aftersales paperwork with confidence and peace of mind.

Sales Docs: the digital document management

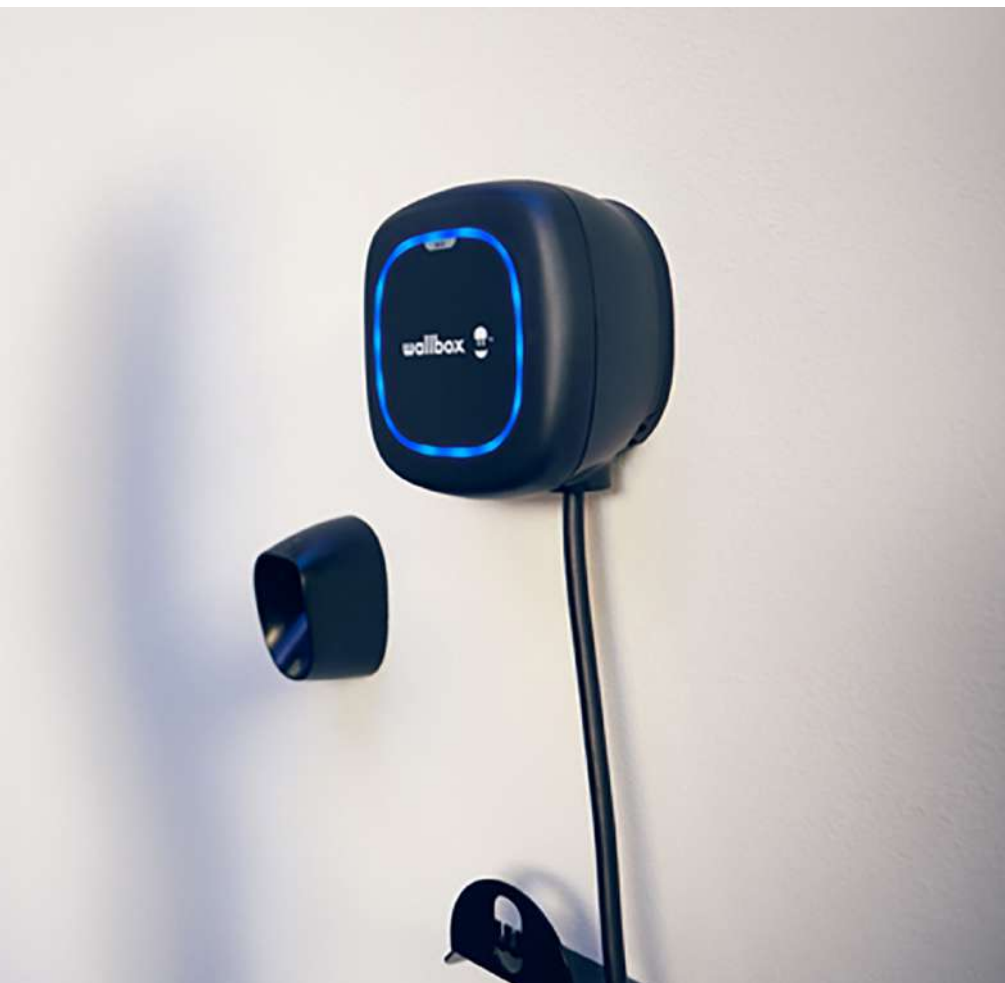
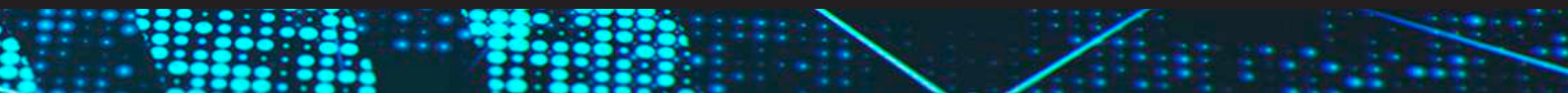
solution designed to help you deliver a great hand-over experience while ensuring data is secure. Offer the contact-free, convenient option consumers value and expect. Streamline the handling of sales documents with complete confidence that information is stored securely; with software that's easy to use and integrates with your Keyloop DMS. Give consumers the ability to sign important sales documents quickly, while enabling your team to close deals faster.

www.keeloop.com

Keyloop Invoicing

Powered by KOFAX, our automated invoicing system not only saves valuable time, resources, and costs, but also enhances accuracy and allows you to speed up the invoicing process.

It doesn't matter if you receive your invoices on paper or electronically – Invoicing is tailored to your needs. You specify the rules when it comes to extracting and validating data, and, because it's a scalable and cloud-hosted solution, it works for any size of dealership. Streamline multiple tasks, including receipt of invoices, approval and enquiry, validation and reconciliation, thanks to automated



workflows. You can say goodbye to the inefficiency of manual paper-based processes. Gain valuable insights into invoice activity and team performance thanks to Invoicing's easy-to-use dashboards. The built-in analytics means you can easily identify areas for improvement and make better-informed decisions. The value of Keyloop Invoicing: 70% faster invoicing process time; 57% reduction in invoice exception rates; six times lower invoicing processing costs.
www.keyloop.com

Kontrax

An affordable, user-friendly, cloud-based contract management system that ensures dealer supplier documentation is signed, stored securely and accessible from anywhere in the world by your team. Kontrax puts you in total control of your contract management workflow. Use our insights to understand contract values, time commitments, get renewal reminders and ensure all documents are signed. Not being able to find the right contract or easily access terms and conditions can lead to contract penalties, frustrated clients, lost revenue and missed opportunities.

Join many happy dealer groups using Kontrax to finally move away from unsecure filing cabinets and online storage with limited functionality.
www.mykontrax.com

EV CHARGERS AND INFRASTRUCTURE

AffinityEV

Elevate your dealership experience with AffinityEV: Pioneering Unified EV Ecosystem.

Shifting from singular relationships in ICE vehicle sales to multiple relationships in the EV realm poses challenges. EV sales involve multiple energy stakeholders like home charger brands, energy providers and public charging networks, necessitating seamless coordination.

Miscommunications or poor execution can lead to poor customer satisfaction scores and retention. Lack of visibility into customer energy set-ups hinders a seamless process, compounded by a knowledge gap.

AffinityEV presents a unified digital platform that seamlessly integrates energy stakeholders into the dealers' CRM/DMS and sales process. Enhanced

customer journeys ensure transparency and minimise misunderstandings. Real-time visibility aids issue resolution, while service level agreement (SLA) management ensures consistent service quality. Educational tools bridge the knowledge gap, offering comprehensive resources and training.

With AffinityEV, auto brands and dealerships can conquer the intricate EV landscape, delivering seamless end-to-end experiences that boost customer satisfaction and retention.

www.affinityev.com

Wallbox

Pulsar Max is the smart home charger specially designed to unlock time, money and energy savings for everyday EV drivers.

The charger enables you to take full advantage of solar panels with the help of the unique Wallbox Ecosmart technology.

Together with its smart scheduling options you can enjoy a more sustainable, cost-efficient charging at home.

The myWallbox app lets you easily see the charger status and control the charger from anywhere. See spendings and statistics in real-time and lock or unlock your charger with just a click.

The Wallbox Pulsar Max is compliant with the new Smart Charge Point Regulations and includes three years of warranty.

www.wallbox.com



IT CONNECTIVITY AND COMMUNICATIONS SYSTEMS


ALPHERA Financial Services – Partner Hub

To provide car buyers with details about potential finance agreements in a fair and transparent manner dealers need rapid access to accurate information from finance providers.

To improve the speed and quality of support for its network of dealer partners, ALPHERA Financial Services recently enhanced its Partner Hub, introducing Webchat and AI-powered Chatbot.

Webchat allows partners to contact the sales support team online rather than over the phone where preferred, covering a wide variety of different queries, such as underwriting and sales support processes. In the event of a partner being unable to find the correct resource, Chatbot can point users in the right area relating to their queries via an AI-powered search bar. These requests include changes to customers' vehicles and financial figures, driving licence queries and bank detail checks. If specific help is needed, Chatbot can direct the partner to speak with an agent via Webchat.
www.alphera.co.uk

AutoChat

Unlock the transformative power of AI with AutoChat. Harness the power of AI to 



Let's drive... better technology

At Startline, we know that faster, easier and more accurate online processes mean better motor finance results for dealers and customers.

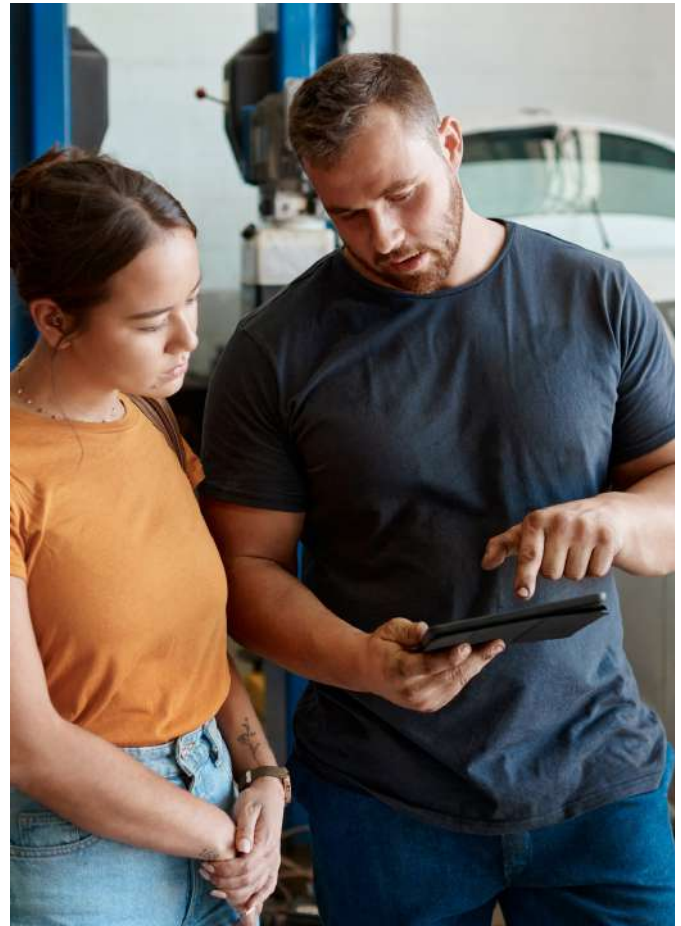
That's why we are investing in a range of new technologies including an advanced business portal to allow our partners to maximise their sales opportunities and a biometric e-sign platform that makes identification and verification quick and easy.

These are just two examples of how we support an increasingly digitalised used car sector with innovative tools that produce outstanding results.

Working together, we can drive better technology.

enquiries@startlinemotorfinance.com
startlinemotorfinance.com

startline >



automate customer engagement, reduce operational costs, and elevate the customer experience. AutoChat helps dealerships engage and convert customers, with 24/7 AI-powered customer support. Customers can ask questions and get answers at any time, even outside of regular business hours. The AI assistant can work seamlessly with your inventory management and workshop planning systems and is tailored to your dealership. www.autochat.ai

AutoConverse AI Chatbot

AutoConverse claims to be the UK's most powerful AI chatbot for automotive websites. It utilises the power of AI, GPT, Cap HPI, DVLA, and customer data, and draws on substantial UK automotive training datasets, resulting in a distinctive and intelligent AI chatbot solution.

As automotive continues to evolve, AutoConverse remains at the forefront of AI technology. We continuously enhance our chatbot's capability by integrating the latest advancements, including OpenAI's ChatGPT and Microsoft's ML.NET platform.

AutoConverse helps dealerships boost lead generation and improve customer satisfaction, from addressing technical enquiries about vehicles to scheduling MOT appointments.

What sets AutoConverse apart is the absence of complicated contracts, hidden fees, set-up costs or usage-based tariffs. Our pricing model is simple, based on vehicle volumes and our contracts are flexible, with rolling 30-day commitments.

And, all customers are offered a 30-day free trial with no strings attached so they can experience the benefits of AutoConverse.

www.autoconverse.co.uk

CitNOW

CitNOW's app-based personalised video solutions for sales and aftersales help teams create and share personalised digital content through all stages of the customer journey. CitNOW Sales can be used to provide a seamless online-to-offline experience, building a relationship with the customer before a showroom visit.

CitNOW Sales allows the salesperson to create a professional, personalised video demonstration of a vehicle of interest. Proven to increase appointment completion rates and customer satisfaction, CitNOW Sales can also be used to say 'thank you' for an order, provide a memorable handover, or make an introduction to the aftersales department.

CitNOW Workshop brings the workshop to the customer by enabling a technician to show work


required and provide a visible, easy-to-understand explanation of the VHC. CitNOW Workshop increases conversions for deferred work, drives improved customer satisfaction, and helps to build trust and transparency between workshop and customer. CitNOW, part of the CitNOW Group, is proud to have won AM 'Supplier of the Year' for the past three years. www.citnow.com

DMS Navigator – MyAutoCompanion

MyAutoCompanion is a groundbreaking DMS-connected mobile app designed to revolutionise customer interactions. Gain a competitive advantage by enhancing customer retention rates and optimising upselling strategies across the entire journey.

Through seamless digital and in-person interfaces, MyAutoCompanion transforms the service department experience.

Intuitive app-based notifications with one-click upsell opportunities. From integrated simple online service booking, to online check-ins featuring enticing upsell propositions, to fostering transparent two-way communication with the service team, accessing VHC reports and invoices, and facilitating in-app approvals and payments – every step is streamlined for customer convenience.

But MyAutoCompanion is more than just an 

Sponsor's Welcome



Tim Smith, CEO

ATG AUTOMOTIVE
TRANSFORMATION
GROUP

As CEO of Automotive Transformation Group, it gives me great pleasure to be part of the AM Technology Guide 2023, read on to learn more about what the coming year may hold for our industry.

The capabilities and scope of digital retailing have accelerated dramatically in the past three years, introducing new ways to make buying cars easier for consumers. In 2023, Automotive Transformation Group witnessed a 36% increase in online transactions and a 22.3% increase in mobile payment methods. Yet, 13% of our total interactions YTD are indicative of omnichannel demand as consumers look to locate dealerships and print detail pages to progress with their purchases.

Consumers are seeking a combination of in-person and digital experiences, requiring Retailers and OEMs to facilitate everything from acquisition, to conversion and retention through aftersales and finance life cycles. But as these capabilities multiply, so do the number of systems a salesperson needs to use in order to facilitate them. This makes the process arduous and inefficient, not to mention insecure from a compliance perspective. And, ultimately this translates into a painful and disjointed experience for the consumer.

Our key focus for Automotive Transformation Group throughout 2024, will be optimising this process for consumers and brands alike, through automated, personalised and consumer-centric technological advances. We will support our customers on their road to omnichannel, allowing their consumers to continue their purchases, online, in-store and back again without them having to restart their journey with every transition. In doing so, we aim to maximise not only hyper-relevant lead generation but also consumer retention.

To receive a demonstration of our technology contact us at:
www.atg.auto/request-a-demo



Sponsor's welcome



Anthony Gaskell, Managing Director,
EMEA, Reputation

Welcome to the 2023 Technology Guide by AM! As the automotive sector gears up for another busy year, technology continues to be a game-changer. When harnessed effectively, it can significantly reduce administrative burdens and yield positive outcomes.

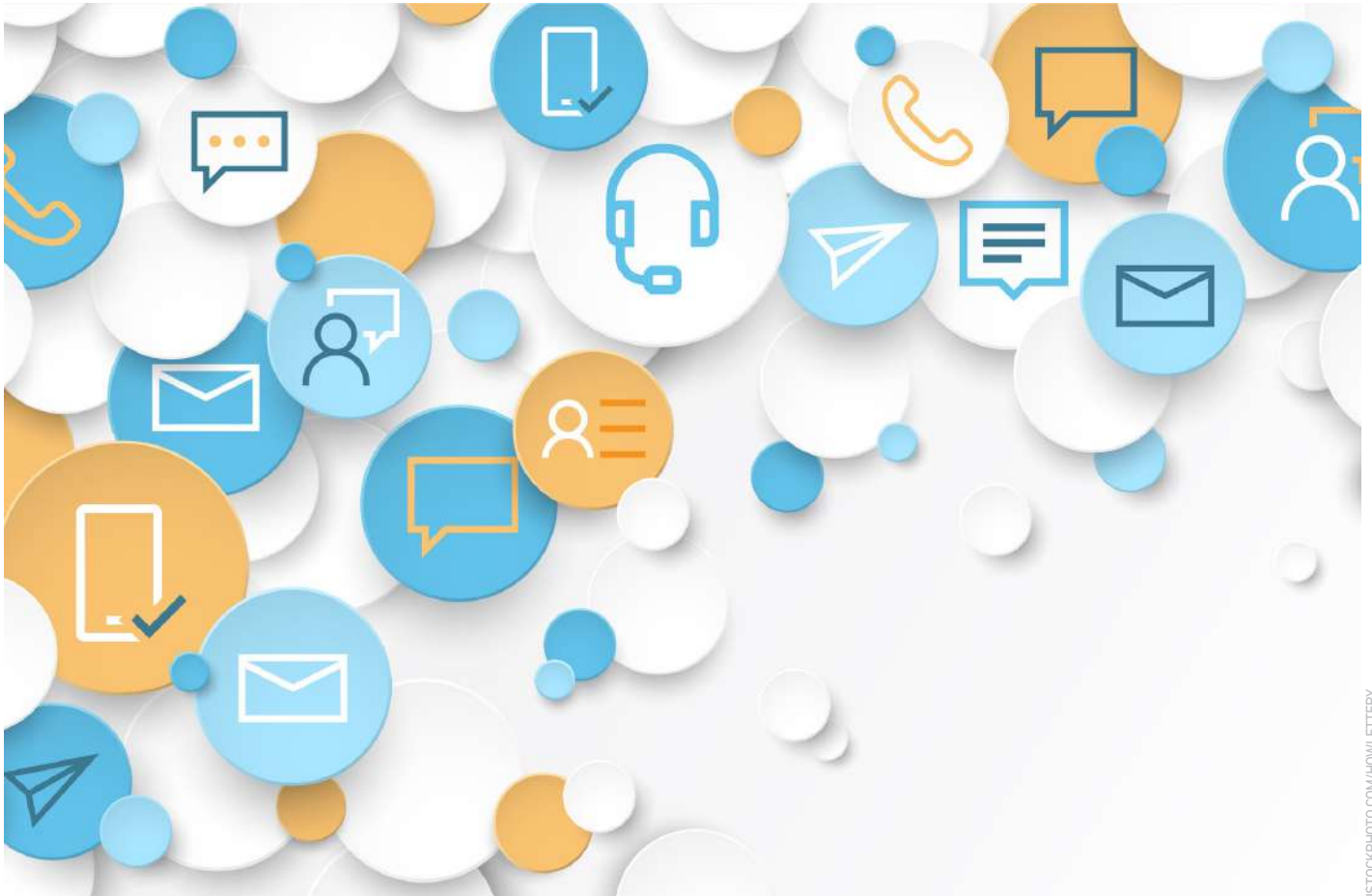
Today's buyers are more discerning than ever, valuing the quality of service over minor price differences. In this cost-conscious climate, it's crucial to remember that customer experience reigns supreme, especially when managing multiple dealership locations.

I'm honoured to lead Reputation's EMEA operations, working with around half of the UK's automotive dealerships to enhance customer feedback and CX strategies. Our partnerships extend to six of the AM100's top 10, offering them world-class solutions to put customer feedback to work.

Join us at November's AM-Live, a pivotal event in the automotive calendar. Visit us at stand C50 or catch our talk at Theatre 3 from 10:00am-to-10:30am. Enjoy the guide!

 **Reputation**

For more information, call 0800 066 4781
or email contact-uk@reputation.com



ISTOCKPHOTO.COM/HOWLETTER

app; it's a comprehensive solution that unifies all automotive needs under one roof. This approach not only simplifies customer experiences but also allows dealers to establish profound and enduring connections.

With MyAutoCompanion, dealers take charge of customer relationships, solidifying their position as trusted automotive partners. Elevate dealership engagement and redefine customer satisfaction with the MyAutoCompanion experience.

www.myautocompanion.com

Keyloop Communications

Elevate your communication strategy and make every contact count with our suite of connected data-driven tools.

Voice: a powerful cloud-based solution that elevates customer experience and drives efficiency. Get real-time visibility from your performance dashboard. Reduce wait times and provide better service by planning resources based on busy periods. Personalise every call using customer details and interaction history from your DMS.

Video: Deliver an immersive omnichannel experience for your online customers with personalised video that enhances your digital retailing platform. Offer customer choice and leave no enquiry

unanswered. Enhance digital retailing with an online showroom experience. Communicate in real-time with integrated omnichannel tools.

Keyloop Chat: Connect online customers to your sales team in real-time and convert more chats into appointments. Build real-time rapport through authentic conversations. Personalise conversations with total mobility. Connect with every prospect and leave no chat unanswered. Dive into data insights on engagement and performance.

Message: Drive loyalty with seamless customer engagement built on fast, personalised SMS and email communications. Drive efficiency and save time. Personalise every reply with a 360-degree view. Unify channels and communicate faster. Improve timely interactions using data.

www.keyloop.com

Keyloop Hosting

Protect your data and keep your DMS running smoothly with our secure, one-stop hosting solution. Using a range of industry-standard processes to protect your data and your business,

Hosting gives you access to your data whenever you need it, with backup to a secure off-site location and continuous power and disaster recovery support. Our dedicated global security and support


teams are here to help. Keep your data safe with virtual private network (VPN) connections between Keyloop and each dealer location.

The protection includes business-level firewalls, and the standard security you look for and expect. A single monthly per-user fee makes costs clear and predictable. Keep your budgeting uncomplicated, with no need for manual server upgrades. As your business expands, you'll have no need to upgrade hardware or operating system maintenance. Hosting from Keyloop comes with access to our online extranet, where you can track and check your DMS performance using a personalised dashboard.

www.keyloop.com

Keyloop Print

A single solution that brings you the latest Lexmark printers, central support and proactive monitoring of supply levels, including toner.

Print from Keyloop helps you manage your dealership's daily printing demands including next business day repair and consumables replenishment, online print usage reports and automated supply of toner. Choose from a range of quality Lexmark printers recommended by Keyloop and enjoy on-site delivery, installation, configuration and helpdesk support for any future hardware issues. Print 

Advertising feature

Keep your business in front of your customers

Customer engagement and interaction is vital throughout the car ownership cycle. When a customer first walks onto your forecourt, visits your website, or calls your dealership, a positive experience is paramount to closing a sale. But continuing that positive, proactive engagement after that same customer has completed their purchase and driven off in their new vehicle is a key factor in continued loyalty, retention, and long-term business sustainability.

As an industry-leading provider of award-winning warranty and add-on insurance products, Car Care Plan has been working closely with its dealer and OEM partners to maximise direct and continued interaction with customers, providing marketing content and additional touchpoints to ensure regular contact.

Car Care Plan has partnered with Tracker, for example, to provide a "Connected Warranty". This optional warranty upgrade gives dealers remote diagnostic information on customer vehicles via an onboard device similar to a motor insurance telematics unit. This enables dealer partners to contact their customers to advise them of early indications of vehicle issues – in some cases prior to any warning lights popping up on the dashboard.

There is also a complementary vehicle management app for customers, so they can stay ahead of potential problems.

Chris Strong, Head of Field Sales for Car Care Plan, said: "This scheme will



help Car Care Plan provide significant data to our partners; minimise the impact of consequential damage; help manage workshop loadings; protect the customer from unplanned and hugely inconvenient breakdowns; and increase customer contact."

The company has also partnered with key insurance firm KeyCare to provide dealer and OEM partners with SmartFob devices for their customers.

This allows customers, at the touch of a button, to find any lost or misplaced keys or mobile phones, among a range of other benefits. There is a tailor-made app to accompany the device that can include content and links to the provider's other products, services, marketing materials and campaigns.

"Each time a customer opens the app to find their keys or phone, they are served content from the dealer," said Chris. "This allows the dealer to sell additional products or services, highlight any new stock, deals, or discounts, or simply raise brand awareness."

EV Drivers Club from Car Care Plan is another example of the company offering

multiple benefits to dealer and OEM partners and their customers while enhancing customer interaction.

EV Drivers Club members have access to a wide range of services, including home charging unit discounts, discounts on public charging networks, SMART repairs, breakdown and accident assistance, and memberships to Zap Map Premium and Bonnet, all through a digital portal and platform where partners' other products and services can be added.

Chris said: "At Car Care Plan we continue to increase our portfolio of products and services to meet the needs of our dealer and OEM partners and their customers, to adapt and innovate in an ever-changing marketplace.

"Any retailers looking to enhance their customer offering while providing their business with additional and ongoing prospects for customer engagement should contact us today to discuss opportunities."



For further information on Car Care Plan, its products and services, visit www.carcareplan.com



Car Care Plan

An AmTrust Financial Company

from Keyloop gives you all your dealership's printing details at your fingertips, so you're ahead of the game with information on usage and payment.

www.keyloop.com

LEAD MANAGEMENT SOLUTIONS

AI Assistant

AI Assistant seamlessly integrates with a motor retailer's CRM and DMS, using a combination of automation and AI to deliver a daily cleanse of a motor retailer's database and automate lead generation via email.

Following an initial data cleanse, fully automated AI Assistant checks a retailer's DMS to identify leads (lost, lapsed, sales, service, etc.) and then engages with those customers via back and forth email to gauge buying intent.

Every new lead is emailed to the sales team for conversion – with no human intervention. If the time is not right for a sale, the AI Assistant can automatically update the DMS to schedule future contact and update vehicle/customer records with relevant new information.

This intelligent automation ensures highly personalised customer communication, at exactly the right time, in a professional manner, without fail. It delivers hot prospects into a showroom and frees up skilled team members to give them the best opportunity to convert sales.

www.ai-assistant.io

CallDrip

Respond to every lead in seconds and delight your customers with automatic lead follow-up, call tracking, and sales team coaching. CallDrip is a rapid lead response software that connects your sales team to prospects at exactly the right moment with an automatic follow-up call or text. Companies that respond to leads within five minutes are 100 times more likely to win the sale than those that respond within 30 minutes. CallDrip automatically connects your sales team within seconds of a new lead submission, ensuring that connection is made while your prospect's interest is at its peak.

www.calldrip.com

Dealerweb Showroom

Dealerweb Showroom from Dealerweb, part of the CitNOW Group, is an enquiry and lead management platform that helps manage and track showroom activity and customer engagement, supporting smoother back-office workflows and processes.

Dealerweb Showroom is a modular platform that enables sales departments to manage customer enquiries, configure vehicles, build orders, administer finance applications and plan outbound marketing campaigns.

Reporting facilities quantify real-time productivity and profit figures. All this is managed within the internal platform or through seamless integration

with third-party systems. Dealerweb Showroom acts as the central 'hub' for all sales operations, thanks to its ability to integrate with other systems – from finance, warranty and compliance, to the user's DMS and other CitNOW Group products such as CitNOW Sales. This effective customer management approach can make a huge difference to the quality and consistency of the customers' sales journey and provides processes and efficiency within the sales team.

www.dealerweb.org

Driftrack

Driftrack helps automotive brands and retailers drive increased ROI from lead generation campaigns. Throw away your manual processes and CSVs (comma-separated values)! Integrate and automate all your lead sources through to your CRM or DMS. Connect high-performing native lead ads like Facebook, Instagram, Google, TikTok, Pinterest as well as automotive marketplaces like Auto Trader, eBay Motors and Piston Heads. Increase lead quality by automatically validating, qualifying

cleaning and optimising ad campaigns, so only real in-market leads are sent to your sales team. Increase conversion rates of your website traffic through smart, trackable website forms and the Driftrack AI chat assistant for automotive. Track leads by channel, campaign, ad or keyword through to vehicle purchase for optimising budgets.

A UK company, of 10 years, our software is now used by 22 manufacturers and 500 dealerships across Europe. Engage car buyers where they like to hang-out and research and receive high-converting car sales leads at scale.

For more leads that deliver sales, with better ROI supported by extensive experience and innovation, perhaps consider Driftrack.com.

www.driftrack.com

Impel

Impel's Digital Engagement platform is the ultimate solution for AI-powered customer lifecycle management. Our interactive digital merchandising enables dealers to transform static web pages into engaging experiences that sell. Chat AI



engages consumers with personalised, natural, VIN-specific conversations and interactive content that increases conversion rates. It's a new conversational experience powered with a blend of leading large language models, generative AI, and Impel's Automotive Optimisation Layer.

Sales AI ensures immediate and persistent follow-up with every digital lead. With conversational dialogue delivered through email and SMS, Sales AI engages shoppers in human-like interactions and hands off ready-to-buy shoppers to dealer sales personnel. Dealers can focus on selling while Impel handles the rest.

Service AI enhances the service operation and increases revenue with personalised communication delivered at crucial points throughout the ownership lifecycle, from first service, to declined services, abandoned customers, and more. Endorsed by leading OEMs, Impel's Digital Engagement platform is the solution dealers need to revolutionise their customer experience.

www.impel.io

iTrackLEADS

iTrackLEADS allows users to receive and update leads in real time. Every key status change in the sales journey is captured and recorded for total transparency across your group, dealers and sales teams.

Our data shows it's essential to respond to a lead quickly, with up to 78% of sales going to the dealer that responds to an enquiry first. We constantly improve our software to give dealers the tools they need to exceed customers' expectations.

Sales teams become more effective when data is shared and analysed. Monitoring key metrics, from

the time it takes to complete a sale to conversion rates, ensures that every opportunity is optimised.

Understanding a team's performance is essential. The best 30% of salespeople will perform up to four times better than the bottom 30%. While top salespeople spend 22% more time than low-performers interacting with customers. The conversation doesn't have to be face-to-face with around 80% of buyers choosing remote communication.

www.itrackleads.co.uk

Keyloop Leads

Always be the first to respond, and never miss a lead again. Aggregate leads from more than 300 online sources and send them to your sales team on the showroom floor instantly.

Configurable alerts and ongoing response reminders help you guarantee no lead is missed. Give your sales team 24/7 access to a suite of response tools that help them craft a personalised message for every customer.

Follow-up with the customer's preferred platform and include videos or on-demand media to deliver a tailored experience.

Use objective scoring metrics to coach your sales team to a higher standard of performance and measure the quality of your sales team's responses to drive higher level of engagement.

Dashboard reporting gives you the data you need to convert more leads into sales.

The business intelligence dashboard gives a view of all the insights you need to make the most of your marketing budget.

The value of Keyloop Leads: 8.5 hours reduction in response time using Leads' which is three times

more likely to get a customer reply when using a different channel to follow up; 16% increase in digital lead conversion when using Leads' response scoring tool.

www.keyloop.com

0 ONLINE VEHICLE RETAILING SOLUTIONS

Automotive Transformation Group – Fusion

Fusion is our suite of NetDirector products and services. The technology is designed to help retailers, OEMs, finance companies and fleet suppliers offer a truly seamless and omnichannel experience to consumers. Whether its commerce solutions or fleet and risk management, lead management and growth or showroom solutions.

Our compliant solutions enhance the profitability of automotive businesses. Like some of the most industry-shifting innovations in history, Fusion is derived from a combination of art and science. It's the culmination of more than 350 skilled individuals spanning design, data and engineering.

By prioritising both scalability and flexibility, we empower customers to choose the products and services which best suit their needs. We work alongside your team to align our solutions with your digital maturity.

www.atg.auto

Auto Imaging

Auto Imaging, part of CitNOW Group, helps motor retailers address three of the main challenges

Vehicle Description	Retailer	Vrm: Vin: OrderId	Images	Mileage	Dis	DSLU	DSPU	Price: Vat: Margin	New/Used: Class	Cap Id: Cap Code	Fuel: Transmission	Allocation	Auto Trader
AWD		SAJDA1AESJCK47403		9345	85	5	21	£84,445	USED	JAF750R2CP5A4 1	DIESEL AUTOMATIC	Retail	<input checked="" type="checkbox"/>
LAND ROVER DISCOVERY 3.0 D300 METROPOLITAN EDITION SDR AUTO		HJ72NOH SALRA2AW3P2472168		3434	35	2	21	£55,700	USED	98823 LRD30MTE5WDTA4 5	PETROL AUTOMATIC	Retail	<input checked="" type="checkbox"/>
JAGUAR F-PACE 5.0 SUPERCHARGED V8 SVR SDR AUTO AWD		FX70TEY SADC2AEDLA624861		18137	102	20	20	£34,500 +VAT	USED	84223 JAFPS05VR5E5SA4	PETROL/ELECTRIC HYBRID AUTO	Retail	<input checked="" type="checkbox"/>
LEXUS RX 450H 3.5 F-SPORT SDR CVT		HX18GPE J7JBGMCAX02033010		26495	387	23	64	£84,345	USED	72494 LERK35FS 5EHA4 4	PETROL AUTOMATIC	Retail	<input checked="" type="checkbox"/>
LAND ROVER RANGE ROVER SPORT 5.0 V8 S/C 575 SVR SDR AUTO		HJ20LFN SALWA2AE6LA707303		21222	77	5	25	£18,200	USED	81785 LRR5505VR5E5SA4 3	PETROL MANUAL	Retail	<input checked="" type="checkbox"/>
FORD PUMA 1.0 ECOBOOST TITANIUM SDR		WD70EVB WFO2XKERQLA83874		12901	310	5	25	£63,190	USED	90760 FOPU10TITSHPTM	DIESEL AUTOMATIC	Retail	<input checked="" type="checkbox"/>
LAND ROVER RANGE ROVER 4.4 SDV8 VOGUE SE 4DR AUTO		RL19EXF SALGA2AJ7KA565575		21704	113	20	21	£28,646 +VAT	USED	81791 LRR44V524EDTA4 5	ELECTRIC AUTOMATIC	Retail	<input checked="" type="checkbox"/>
PEUGEOT 2008 100KW ALLURE PREMIUM 50KWH SDR AUTO		BL71VLE VR3UK20XZUJ940196		5530	373	2	56	£127,589	USED	92609 PE2000AP 5EE A 2	DIESEL AUTOMATIC	Retail	<input checked="" type="checkbox"/>
LAND ROVER RANGE ROVER 3.0 D350 HSE 4DR AUTO		HG22FFS SALKA3AWXNA004791		6473	70	5	25		USED	98763 LRR33HE34EDTA4 6		Retail	<input checked="" type="checkbox"/>
JAGUAR F-PACE 5.0 SUPERCHARGED V8 SVR SDR													



FUSION

A C Q U I R E • C O N V E R T • R E T A I N

2023 looks incredibly different to the world we lived in 3 years ago...

The majority of car-buying journeys now start online, but we understand not every consumer wants to end their journey that way.

Whether they purchase a vehicle online, in-store or using a combination of the two, that's up to the consumer, but our mission remains the same. To ensure these

journeys are both simple AND seamless.

Automotive Transformation Group deliver on the promise of omnichannel retailing through **Fusion**. Our next-generation technology for the consumers of today.

Right here. Right now.

No vapourware. No smoke. No mirrors.

We promise.



www.atg.auto

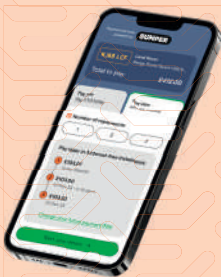
ATG AUTOMOTIVE
TRANSFORMATION
GROUP

BUMPER

THE COMPLETE DIGITAL PAYMENTS PROVIDER



Whether your customers want to spread the cost or pay in-full quickly and securely, we've got you covered.



PayLater for Retail
Spread the cost, interest-free



PayByCard
Pay in-full digitally



PayLater for business
Trade and fleet customers



PayByBank
Secure Open Banking



PayPad
PDQ terminals combining all payment methods



Competitive rates, enhanced reporting and dedicated account managers.

To find out how Bumper can work for your business scan the QR code and book an appointment with us today!



Bumper.co
sales@bumper.co



1000 EUROPE'S FASTEST GROWING COMPANIES 2023



Transforming automotive payments with Bumper

In today's fast-paced automotive industry, the payment process should be as streamlined and flexible as the vehicles we drive. Bumper is the complete automotive digital payments provider that goes beyond buy now, pay later (BNPL) solutions to offer an extensive suite of products tailored to meet the diverse needs of dealerships and their customers.

A SUITE OF PAYMENT SOLUTIONS

PayLater for Retail: Spread the cost, interest-free

For customers who prefer to spread the cost of their purchase, PayLater for Retail offers an interest-free BNPL option. This not only enhances customer satisfaction but also increases the likelihood of higher-value transactions. A 2023 study by Adobe Analytics found the average order value for BNPL transactions was 68% higher than for non-BNPL transactions.

PayLater for Business: Trade and fleet customers

When it comes to trade and fleet operations, managing cashflow is crucial. PayLater for Business enables companies to manage their expenses more efficiently, thereby improving liquidity and operational flexibility.

PayByCard: Pay in full digitally

For customers who wish to settle their bills immediately, PayByCard allows for quick and secure digital payments. This eliminates the need for physical transactions, reducing the risk of fraud and errors.



PayByBank: Secure open banking

Leveraging the power of open banking, PayByBank offers a secure and straightforward way for customers to pay directly from their bank accounts. This method is not only secure but also speeds up the transaction process, a feature that 67% of consumers say influences their choice of payment method.

PayPad: All-in-one PDQ terminals

The PayPad PDQ terminal is the epitome of convenience, combining all the above payment methods into one robust device. This allows dealerships to offer multiple payment options without the need for multiple systems, simplifying the payment process and reducing operational costs.

With Bumper, dealerships benefit from competitive rates that optimise payment solutions without sacrificing quality, state-of-the-art reporting tools that offer valuable insights for data-driven decision-making, and dedicated account managers who provide personalised service to ensure maximum utility from our comprehensive suite of payment options.

WHO IS BUMPER?

Bumper is a leading Fintech payments provider in the automotive space, specialising in innovative payment solutions. With a presence in more than 4,500 dealerships across the UK, Ireland, Spain, Germany and the Netherlands, Bumper has become the go-to name in the industry for payment technology and is committed to providing cutting-edge solutions for retail and business needs.

Bumper's proprietary AI-powered technology facilitates real-time lending decisions, optimising aftersales revenue opportunities, reducing the need for discounts, and fostering repeat business.

Our commitment to innovation has earned us a place in the *Financial Times* Top 1,000 fastest-growing companies in Europe for three consecutive years. We are backed by industry giants such as Porsche Ventures, Jaguar Land Rover – InMotion, AutoTech Ventures, Revo Capital and Itochu.

With 20,000+ TrustPilot reviews and an impressive average rating of 4.9, it's safe to say customers love our solutions and so should you. Join us in embracing the future of automotive payment solutions.

For more information on how Bumper can improve the performance of your aftersales department, visit: www.bumper.co

BUMPER



Warrantywise

We've got you covered



we also cover Motorhomes and Caravans.



scan me to register.

Warrantywise and Warrantywise Logo are trademarks of Warrantywise. Terms and Conditions apply. * Please refer to specific plan terms and conditions.

warrantywise.co.uk/am

Extended warranty cover that gives your customers more confidence to buy used.

When it comes to providing extended warranty cover for your customers you want a partner you can trust.

Why be a Warrantywise partner?

For over 23 years Warrantywise has been in the driving seat providing the UK's best extended vehicle warranty. Trusted by over 3000 motor retailers we cover everything from cars, vans, and EV's to motorbikes and motorhomes so you can be confident we have a solution to meet your needs.

- **Peace of mind** – with an industry leading warranty in place your customers' vehicles (and your investment) will be well cared for.
- You get the **highest level of warranty cover** for a vehicles make, age, and mileage, plus extras like **recovery, onward travel, and car hire** as standard*
- So, your customers can drive confidently today... and tomorrow.

Industry-leading partnership

Invested in your success our dedicated team of account managers are here to help guide your warranty business development. We work with you

to shift your warranty business from a cost centre into a profit booster fully tuned in to your needs

- **A smooth ride** – a dedicated account manager will support your onboarding and proactively maintain communications.
- **Access 24/7** – Log-in to the Wise Dealer Portal our online communication and management gateway to manage your stock, generate and retrieve quotes, access marketing assets and much more.
- **Exclusive rewards** – sign up for Wise-Up our unique incentive programme designed to reward you.

With a Warrantywise partnership, you're not just along for the ride; you're in the driver's seat, steering towards greater profits and success.

Your dealership deserves a partner that drives results, and that's exactly what we offer.

**Scan the QR code or call
0800 001 4990
for more details on how to
become a Wise dealer.**

associated with the creation and deployment of digital vehicle assets: quality, time-to-web and cost. The company's vehicle imaging software application enables franchised dealerships to create consistent, professional-grade imagery and video for new and used vehicle stock.

The in-app technology provides live quality control, real-time feedback and automatic digital backdrop replacement.

Stock feed integrations and APIs help dealers leverage this content seamlessly into quick, consistent, online listings. In-app quality control and real-time guidance on image-taking helps dealers adhere to OEM and group standards, as well as deploy that content via DMS and sales portal integrations. The use of Auto Imaging is proven to reduce the amount of unadvertised stock, decrease time to web and reduce days in stock.

www.auto-imaging.com

Autofinity ViHUB

Autofinity's ViHUB platform pools vehicle data from multiple sources to create one rich silo of information, a 'Single View of the Truth' for each vehicle in stock providing up-to-date status information

including pipeline vehicles for an accurate inventory.

The platform feeds online marketplaces including group and manufacturer websites and classified portals such as Auto Trader. Discrepancies are flagged and 'rule breaker' vehicles prevented from going live until issues are resolved resulting in consistent, compliant and accurate vehicle data.

When details are changed such as a price, ViHUB automatically updates all integrated websites and portals. A successful e-commerce strategy considers the back-end and processes alongside the front-end customer journey. Utilising data collated and updated on ViHUB makes online marketing and tracking performance accurate, efficient and effective while providing vital oversights for a true picture of a vehicle sales and stock. With integrations with 70+ partner platforms, ViHUB transforms the way retailers manage and deliver their e-commerce solutions.

www.autofinity.com/

Bluesky AutoTransact

The time has come to sell your cars online – and our automotive e-commerce platform, AutoTransact, will allow you to do just that. With the ability to buy

and reserve used cars on your website, plus part-exchange, value added products and finance functionality, this software can take your dealer website to the next level.

Even better, you have exceptional control over deposit and valuation rules, offering the flexibility you expect from Bluesky technology.

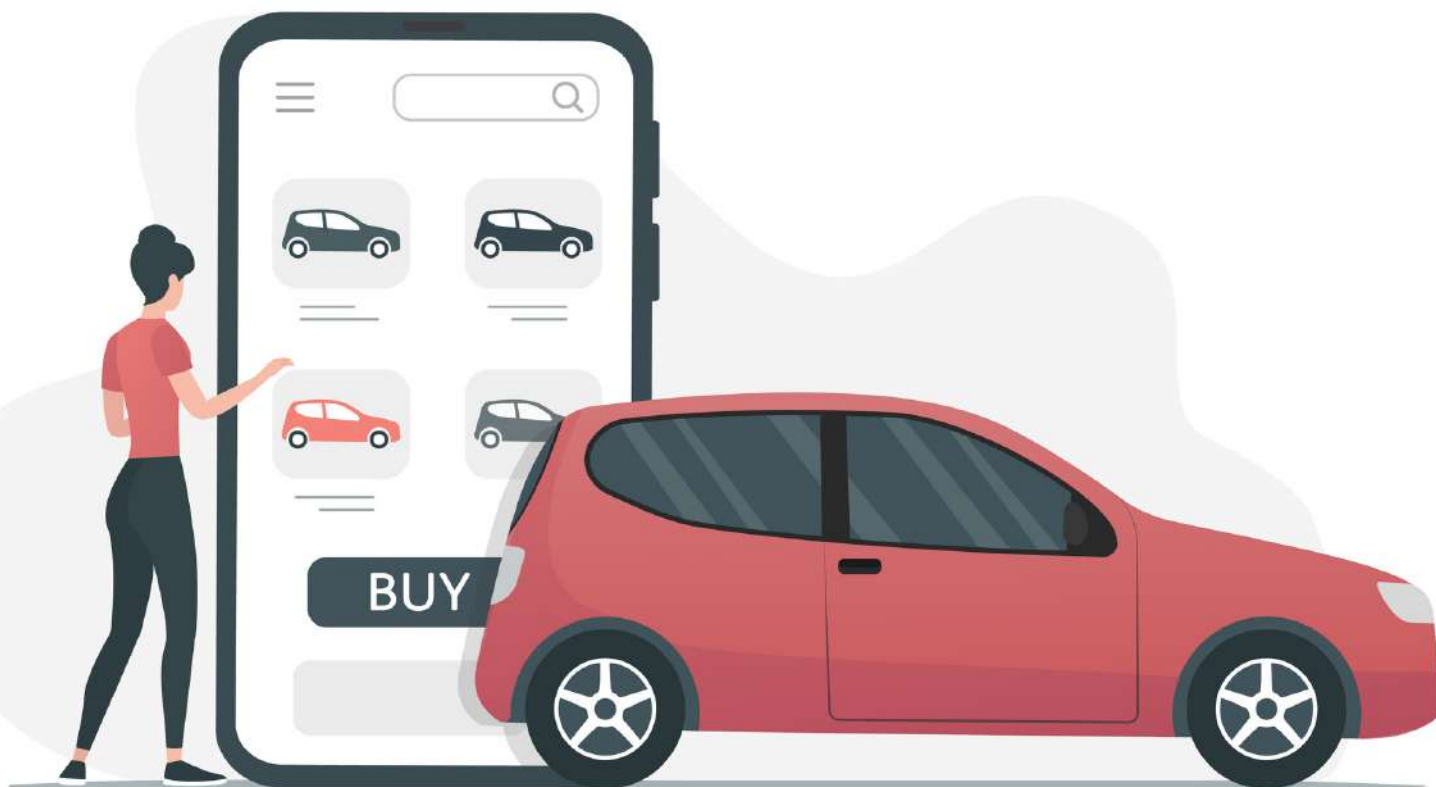
AutoTransact is the most flexible e-commerce platform on the market, and it is designed for car dealer from the ground up. With dealer-level flexibility baked-in, the system understands how dealer groups work and facilitates the checkout needs of both you, and your customers.

www.blueskyinteractive.co.uk

Comcar

We supply online tools or specifications covering new UK vehicles. To attract corporate buyers to your website and inform both customers and staff, there is a wide range of ready-built and updated tools for vehicle configuration, company car tax calculations, finance quote tools, cost comparisons, electric range and recharge times. Use these to generate informed leads on your own website.

www.carmendata.co.uk



ISTOCKPHOTO.COM/NIKOLAY LAPSHIN



ISTOCKPHOTO.COM/ARAWAN

Codeweavers

The Codeweavers Commerce Platform delivers a comprehensive vehicle-buying journey for consumers, from search to delivery, with a fully integrated finance journey.

Additionally, it provides clients with an holistic view of the consumer's journey within a system that manages the entire sales workflow.

Our product range includes solutions such as the Finance Calculator, calculation services, which can be integrated into various channels like websites, CRM and DMS. We also provide tools like Motor Credit Check, Vehicle Reservation, Checkout, and a Point-of-Sale system. We provide all the services for new and used vehicles.

We connect all stakeholders involved in the vehicle sales process. The platform is already integrated with key partners, including CRM, DMS and part-exchange providers. Moreover, it's seamlessly connected with most finance providers, allowing clients to offer customised finance solutions with applications directly submitted to lenders.

For clients aiming to create their journey, our API services offer a flexible alternative to enhance their offerings. Our system features effective lead generation touchpoints, available 24/7, right where the consumer left off.

www.codeweavers.net

eDynamix

Stock Master is an automated pricing intelligence system that adds a level of scrutiny and tracking to a retailer's group vehicle stock to drive stock turn and profitability. It helps focus teams on the key metrics for new and used car sales including the days in stock trends, vehicle run rates, margins and stock mix. All are crucial elements for a successful business which can easily be overlooked or ignored.

Stock Master brings everything together in one place, into a platform that is integrated with your website, Auto Trader, OEM websites, CAP and finance houses allowing you to value, provenance-check and specification-adjust all stock quickly and easily in one place.

Vehicle details can be adjusted with a single click, improving speed of sale and increasing pricing accuracy and profitability.

Stock Master maximises your AutoTrader adverts, alerts users to price movements, ad view shifts and desirability changes for vehicles in the market, both nationally and regionally.

www.edynamix.com

iVendi

iVendi's Connected Retailing Platform is an advanced digital platform delivering engaging experiences for vehicle buyers. It connects all the

complex pieces of the vehicle sales process into a single, compliant, user-friendly experience that helps consumers identify and fund the vehicles they want while keeping retailers and finance lenders in control at every step of the sales process.

In total, our Connected Retailing Platform has delivered more than £2.1 billion in annual vehicle sales for our retail partners.

Founded in 2009, iVendi claims to be the market leader in connected motor retail technology, creating digital products that help customers to buy vehicles and dealers to sell them more efficiently, both on online and in the showroom.

Our technology interacts with around five million consumers every month and thousands of motor retailers, manufacturers and finance providers.

iVendi is based in Colwyn Bay, Wales.

www.ivendi.com

Keyloop eCommerce

Give modern consumers the service they need, and transform your omnichannel retail experience. Whenever a customer makes a new enquiry, eCommerce automatically notifies you with all information submitted, such as details of the vehicle of interest, name, telephone, email address, and contact preference.

Seamless integration with finance lenders



Digital customer journey by tjekvik

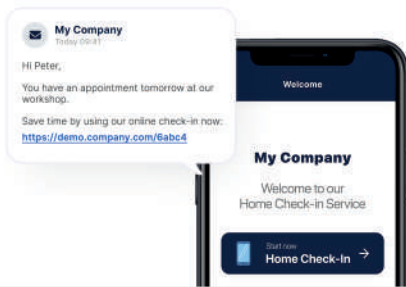
CHECK-IN

DMS or online appointment data feed

Check-In Notification
(Email/SMS/OEM App)

Home Check-In

Status update
Customer data update
Repair order notes update
Marketing consents update
Summary PDF



Kiosk (On Site) Check-In

Status update
Customer data update
Repair order notes update
Marketing consents update
Summary PDF



SMS, Email,
OEM App
Confirmation

Writeback

DMS

PDF Upload

Document
Storage

SMS, Email,
OEM App
Confirmation

Writeback

DMS

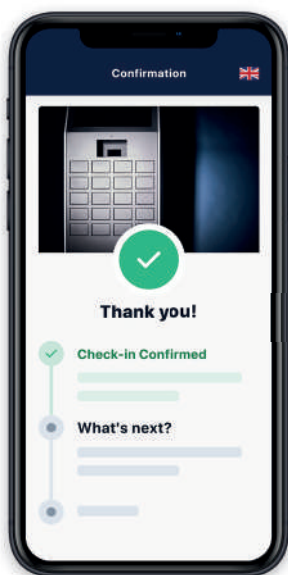
PDF Upload

Document
Storage



Vehicle check-in and out should not be hard work for anyone, that's why we built Tjekvik. Our intuitive self-service technology lets your customers check-in and out how, when and where they want – at home, in the dealership or securely outdoor. Your customers are free to get on with their day and your aftersales team are free to get on with the work that really matters. Happier customers, happier team. It's the aftersales journey as it should be.

SERVICE



CHECK-OUT





MADE FOR MARKET LEADERS.



Vehicles Protected



Customers Insured



Dealers Digitalised



By Harry Warne, Head of Sales at GardX Engage

GardX Engage exists to empower dealers and OEMs digitally, with a suite of performance-focused innovations that guarantee your growth, and delivers a world-class digital experience to your customers. And we're so confident about the innovation value of our digital transformation products and consultancy services, that your growth isn't just a goal. It's a guarantee.

NEVER. STAND. STILL.

A 60% uplift in appointments booked.

A 20x return on investment.

It's all proven to be possible by blending the powerful benefits of **artificial intelligence**, and the latest video and merchandise technology from GardX Engage.

You can embrace a tailor-made suite of merchandising and engagement tools to enhance product demonstration, increase conversions, optimise investment and increase engagement at every step of the customer lifecycle, and it seamlessly integrates with your existing systems and sales processes.

196%

increase on time on site

78%

increase in vehicle page views

16%

uplift in callback acceptance

Never miss anyone with artificial intelligence.

Imagine capturing every single enquiry, day and night. Imagine a proven funnel for nurturing and qualifying every lead. And imagine it being endlessly scalable. Those are just some of proven benefits of Sales AI, our award-winning artificial intelligence tool, now available with our one-of-a-kind Growth Guarantee. It ensures 100% enquiry follow-up, day and night, by unleashing the power of our conversational AI to automatically nurture leads towards showroom bookings.

Never get forgotten with VIN-telligent Retargeting.

Looking to optimise your marketing efforts? VIN-telligent remarketing repeatedly presents your brand and vehicles to online customers to protect your position as the top-of-mind brand.

By augmenting your existing customer database with hyper targeted online advertising, this tool is proven to re-engage previous website visitors and re-energise potential leads.

ALWAYS. FEEL. SUPPORTED.

Whilst we're committed to remaining at the forefront of digital innovations to maintain your competitive advantage, it's the underpinning support services, training and account management that has secured our reputation as a truly transformational digital innovation partner amongst OEMs and dealerships across the world.

Blending our digital innovations with a consultative approach, we give your dealership the tools for sustainable, scalable growth. By understanding your dealership's principles and ethos, our client development team is able to develop a tailored strategy for your business.

Together, we'll iron out a consistent and optimal approach to sales, while investing in your team's product knowledge, competency, and skills – ensuring customer engagement before, during and after the sale is maximised and leveraged to build customer loyalty and provide compliant upsell opportunities for your dealership across the customer lifecycle.

We do this via regular training and support sessions, in person and online. Scheduled check-ins and reviews ensure you are working towards and achieving your business goals and objectives. And our marketing team is on-hand to support with any promotional events or digital campaigns, and provide ideas and tools to drive traffic through your showroom – be that physically or digitally.

Book a 20-minute digital discovery session with me to see how GardX Engage can drive transformational digital growth for your dealership: gardxengage.com/dtg-enquiry

DISCOVER DIGITAL EMPOWERMENT.

GO WITH
GARDX

by Stuart Tyre, Group Chief Operating Officer at GardX Group



As we near towards our 20th anniversary, GardX Group continues to lead the way as the world's only integrated partner for vehicle protection, insurance solutions and digital evolution. I'm here to tell you more about the power of digital enablement to maximise your value-added products, and how GardX can revolutionise your business through our latest innovation – GardX Connect.

We all know the customer journey is changing faster than ever. As customers gravitate to a more digital omni-channel experience, dealerships and OEMs are faced with a genuine juggling act, trying to manage all consumer touchpoints.

We understand the frustrations and challenges that dealers and OEMs face in light of this, and that without a holistic solution, you could miss out on vital opportunities for your value-added products. That's why GardX Connect was born.

What is GardX Connect, exactly?

We know that delivering amazing customer service is vital to your continued growth. And our business is built around driving more growth for yours. As part of that commitment, our digital vision was born, and so was GardX Connect – your very own digital ecosystem.

What that means exactly is simple: we enable our dealer and OEM partners to fully manage the customer lifecycle every step of the way – driving conversions, increasing engagement, and ultimately optimising your effectiveness. This data-driven digital ecosystem 'plugs in' to your existing systems, and helps you deliver branded, relevant, contextual solutions to prospective and current customers – no matter where they are on their unique journey.

It enriches your processes and optimises your effectiveness, whilst delivering immersive branded experiences on the customers channel of choice.

Placing customers at the heart of everything.

There's no one-size-fits-all when it comes to interacting with customers. They're all different, with unique hopes, dreams and needs. Some prefer to engage completely offline with their dealer, others like a fully-digital experience. But often it's a blend of online to offline approaches that will reach your potential customers.

GardX Connect is your very own branded ecosystem, that enables an experience that is unique to each customer. It harnesses their data compliantly to drive tailored digital engagement via the channels they choose. It means we can deploy personalised engagement tactics, ensuring the right products are promoted at the right time via the right channels. And because our solutions are constantly picking up on your customers' cues across all touchpoints, all of the time, the customer experience is being adjusted constantly.

What does it look like?

At a **dealership** level, we have award-winning solutions and digital point-of-sale that will help you promote and sell more value-added products, such as paint protection or insurance policies.

You can harness the power of our online and AI tools to increase engagement and drive conversions via your **website** and enquiries.

Our **eCommerce** solution enables self-serve purchases for all of your value-added products. It seamlessly plugs into your website, allowing your customers to convert – even out of hours.

With the **online customer care portal**, your customers manage their in-life value-added products, such as viewing and downloading their policies, discover and purchase more products, engage with your brand, make a claim or schedule appointments.

For customers who prefer human interaction, our **contact centre** is on-hand to support your customers through live chat, on the phone or via two-way video – fully supporting the customer every step of the way.

GardX Connect can also create, trigger, and execute **marketing** campaigns on your behalf. Our platform enables fully-branded, automated campaigns to be delivered, taking your customers through dynamic nurturing cycles based on their needs and interactions.

All of this is supported and bound together via our proprietary **product and customer hub**, iGard. This platform houses all of your customers' product and policy information across the entire lifecycle. We also provide a full **insights and analytics suite** of interactive dashboards, ensuring full transparency of your performance, and highlighting areas of improvement.

This is underpinned by our online **client portal**, which acts as your single digital window into GardX. This enables our clients to review their live performance, access our latest marketing assets, make future orders, review our Client Development team's action plans and leverage our e-learning platform.

Book a 20-minute discovery session, to see how GardX Connect can further optimise and grow your value-added products business: gardxgroup.com/dtg-enquiry



ISTOCKPHOTO.COM/RIDOFRAZ

ensures complete transparency for customers throughout their buying process. This allows them to create a personalised finance package tailored to their needs, providing them with flexibility and choice. Customers can directly create and digitally sign their deal order form online, before paying securely – either in part or in full – through a fully integrated online payment system that accepts various payment methods such as debit and credit cards, Apple Pay, and Google Pay.

With the Campaign Manager feature, you can effectively target customers who meet specific qualifying criteria with voucher codes. These are typically based on recent activity and deal progress, ensuring the right audience is always targeted.

www.keyloop.com

Phyron

Phyron's AI-powered software makes studio-quality video ads from still images and data, removing the need for dealers to generate video themselves. The machine-learning algorithms have been taught to recognise hundreds of thousands of vehicle attributes from every angle, so they can identify exactly what is in an image and overlay the corresponding sales information.

The AI can process an unlimited amount of videos concurrently, taking about 10 minutes to render them all, posting them live on a single retailer site, or scale them across an entire network if needed. If a detail changes, such as price, or promotion, the

data feed updates and the video is re-rendered automatically as part of the service.

Our 'always on' Paid Ads platform helps dealers and OEMs reach new audiences with full AI video and media-buying automation. This all-in-one ecosystem automatically creates studio quality videos and takes care of media spend for every car in stock, with zero human input.

www.phyron.com

P

PART EXCHANGE APPRAISAL AND MANAGEMENT

Vehicle Vision

Vehicle Vision's 'Assist' is an application that allows customers to take videos of their vehicle and send to dealerships for exchange valuations, reducing time customers spend in the showroom.

Dealerships confidently and accurately assess the condition of a vehicle before it enters the premises. Assist also has Assist LIVE – a live video feature designed for remote discussions, if the dealership needs more information from the customer, they can use Assist Live to get a live view of the vehicle.

Features of Assist include widgets for dealer websites, meaning a customer can simply enter their email address when browsing, send an Assist and get an accurate valuation for their vehicle.

A transaction can be fully completed online with guarantee of quality for both the dealer and the customer. The technology requires no downloads. It's a mobile-friendly browser-based interface ensuring an easy-to-use experience. Customers enter the platform with one click, where they can record videos directly from their web browser.

www.vehicle-vision.com

S

SALES SUPPORT SOLUTIONS

ABC Showroom Management System

ABC Deal Manager says it is the best deal construction software available in the UK. It helps sales managers and sales controllers build efficient and compliant deals making negotiation with the customer easy while always maximising profitability.

The retained profit in the entire deal is clearly displayed in real time allowing the right decisions to be made with all the correct information at the point of sale. No more finding out afterwards.

ABC CRM is one of the most powerful CRM systems, allowing you to contact the right prospects with good news.

High conversion-focused campaigns are easy to organise – no report writing. Renewals Wizard provides pre-calculated and profit protected renewal journeys for all your database.



traka

ASSA ABLOY

Introducing Traka MX

The new automotive range of key cabinets



Enhance security

by tracking and auditing keys in real-time



Improve efficiency

by reducing downtime for staff across the site



Increase customer satisfaction

by eliminating errors to save time



Full interoperability

with all existing Traka Automotive hardware and software

Visit Traka at AM Live on stand C34

Automotive
management
LIVE

Automotive management

Brought to you by



In association with



LIVE

SAVE THE DATE

NOVEMBER 9, 2023

BIRMINGHAM NEC



Register now at: www.automotivemanagementlive.co.uk

Customer moments transformed with CitNOW Group

CitNOW Group provides innovative solutions that unite customers and retailers to enable improved customer experiences. Our products facilitate better customer management and enhanced customer interaction through personalised digital communication platforms.

Through our technical leadership we provide solutions that digitise every stage of the customer journey – from initial research through to the aftersales experience. We can work with retailers to efficiently streamline customers' sales and aftersales experiences and internal processes while also providing valuable data and business intelligence insights to drive decisions.

Guided by a vision to provide market-leading automotive solutions to drive efficiencies, while seamlessly transforming every customer moment, CitNOW Group focuses on customer success and supporting retailers in maximising conversion, satisfaction and retention.

OUR SOLUTIONS

Auto Imaging

Auto Imaging helps retailers address three of the main challenges associated with the creation and deployment of digital vehicle assets: quality, time-to-web and cost.

Auto Imaging enables retailers to create consistent, brand-standard, professional-grade imagery and web video for new and used vehicle stock. The in-app technology provides live quality control, real-time feedback and automatic digital backdrop replacement. Stock feed integrations and APIs help retailers leverage this content seamlessly into quick, consistent, online listings.

CitNOW

CitNOW's app-based personalised video solution enables sales and aftersales teams to create and share personalised digital content, providing an effective bridge between the digital and physical customer experience.



CitNOW Sales allows sales teams to create professional, personalised video demonstrations of vehicles of interest, or provide memorable post-sales engagement such as a thank you for an order, vehicle handover or an introduction to the aftersales department.

CitNOW Workshop brings the workshop to the customer by enabling a technician to show work required and provide a visible, easy-to-understand explanation of the VHC.

Dealerweb

Dealerweb Showroom is an enquiry and customer management platform that helps manage and track showroom activity and customer engagement, supporting smoother back-office workflows and processes. Reporting facilities quantify real-time productivity and profit figures.

Dealerweb React is a cloud-based platform which channels all online customer leads into one location, allowing for a swift and personalised response from sales teams.

RTC REALaftersales

REALaftersales from RTC is a complete workshop management solution that helps improve processes, increase efficiency and generate more profit. REALaftersales tools cover all parts of the aftersales journey, including online service booking for service and repair work, pre-visit preparation, full eVHC inspections, workshop management (including clocking and resource management), and outbound campaign management to maximise aftersales opportunities via a service team or call centre.

REALinsights

REALinsights from RTC is a dedicated automotive business intelligence platform that provides data, reporting and actionable analytics.

Delivered through Microsoft PowerBI, REALinsights tracks performance across all departments of a retailer's business, collating data from third parties, DMS providers, used car marketplaces and more into a single powerful solution that quickly identifies key trends, compares performance and simplifies reporting processes.

Vehicle Vision

Assist from Vehicle Vision is an application that allows customers to take videos of their vehicle and send to retailers for an accurate part exchange valuation. Retailers can confidently and accurately assess the condition of the vehicle before it enters the premises and can complete the full part exchange transaction online.

Assist's live video feature enables remote discussions. Retailers requiring more information from a customer can use Assist Live to get a live view of the vehicle.



Please visit www.citnowgroup.com
or email team@citnowgroup.com

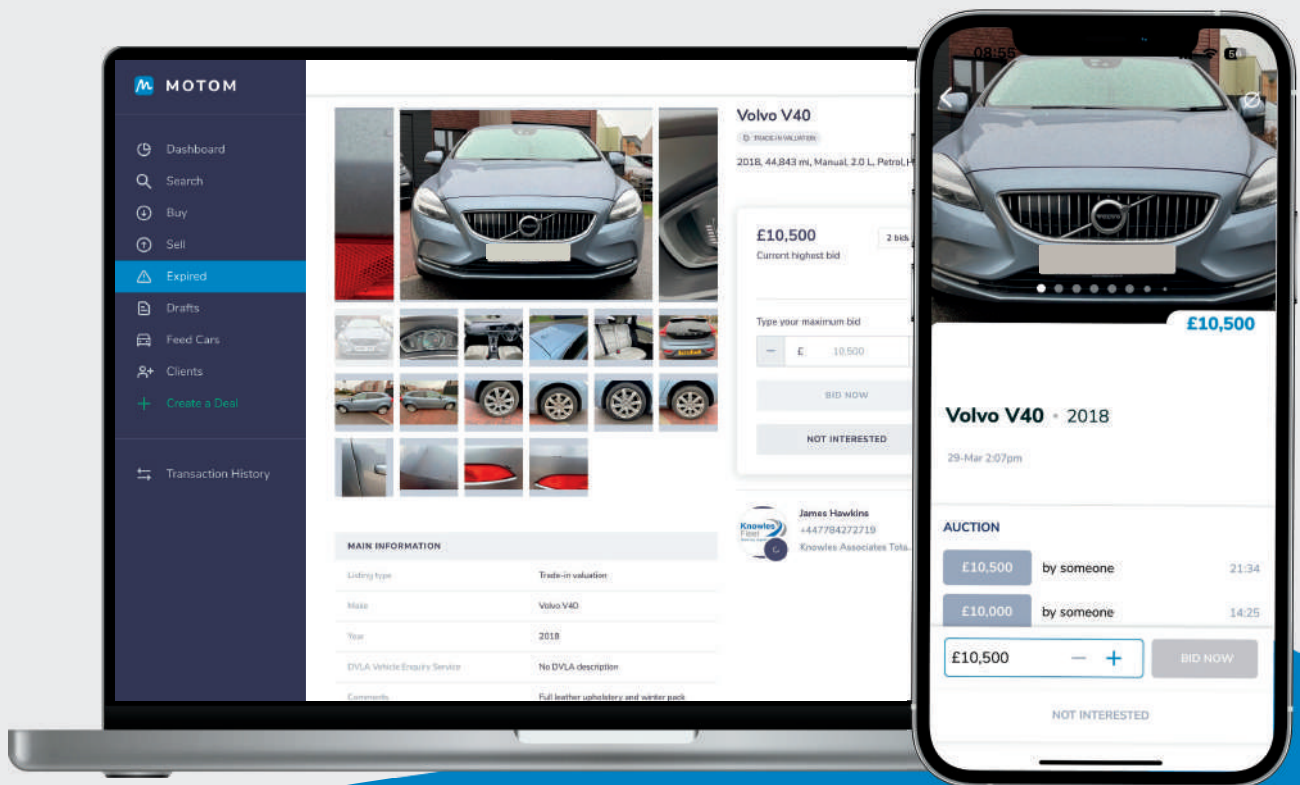
CitNOW GROUP



MOTOM

REMARKETING REIMAGINED

Discover why over 700 dealers are buying and selling stock quicker than ever with MOTOM!



- ✓ Sell overage stock
- ✓ You're in control
- ✓ A full audit trail
- ✓ Easy stock upload via API
- ✓ Liquidate your vehicles for cash fast
- ✓ Zero subscriptions or selling fees

● LIVE



SCAN ME



Download on the
App Store

GET IN ON
Google Play

Reimagining remarketing

We spoke with Julian Humphreys, MOTOM CEO. After its launch last autumn, we find out how the business has helped with some of the challenges faced by the sector

One year on how has MOTOM been able to reimagine remarketing?

The first thing we've done is bring an independent business to market, which our community really values, as we have a single focus to support their business.

The second is that we've deployed great tech, which means the wholesale buying process can be more efficient and quicker, in some cases we're selling vehicles in less than a minute.

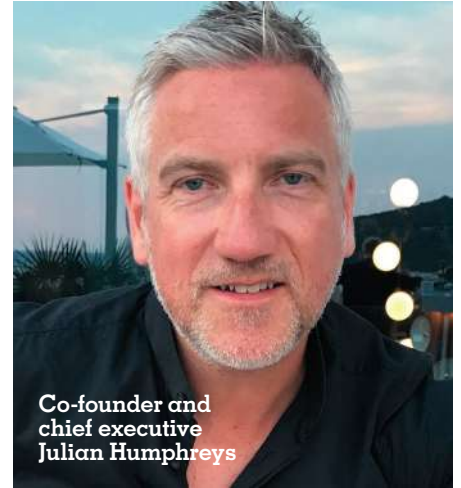
From a selling perspective, the tech is so light touch once we've onboarded a dealer to market vehicles. In summary, we've brought speed and efficiency to the wholesale remarketing process and taken cost out. Our sophisticated platform allows sellers to choose who they market their stock to; in a sense creating closed or tiered sales, which can be important for OEMs.

We hear that you have more than 700 users, who are they?

We have a real mix of users, from vendors who are selling on our platform; among these are (rental, lease and fleet management companies). Across the dealer network we have independent dealers, several of the top dealer groups and some of the car supermarkets, so we add value to a cross-section of the market.

Buying stock is still a challenge, how do you think you've helped?

With our tech platform being so light touch, it does the searching for the buyers, so we have made it easy to buy vehicles. We have managed to bring new sellers to several buyers, so we have made a difference. This is not to say that MOTOM is of the right scale yet, we still have lots of work to do. The challenge when building a wholesale community is



Co-founder and chief executive
Julian Humphreys

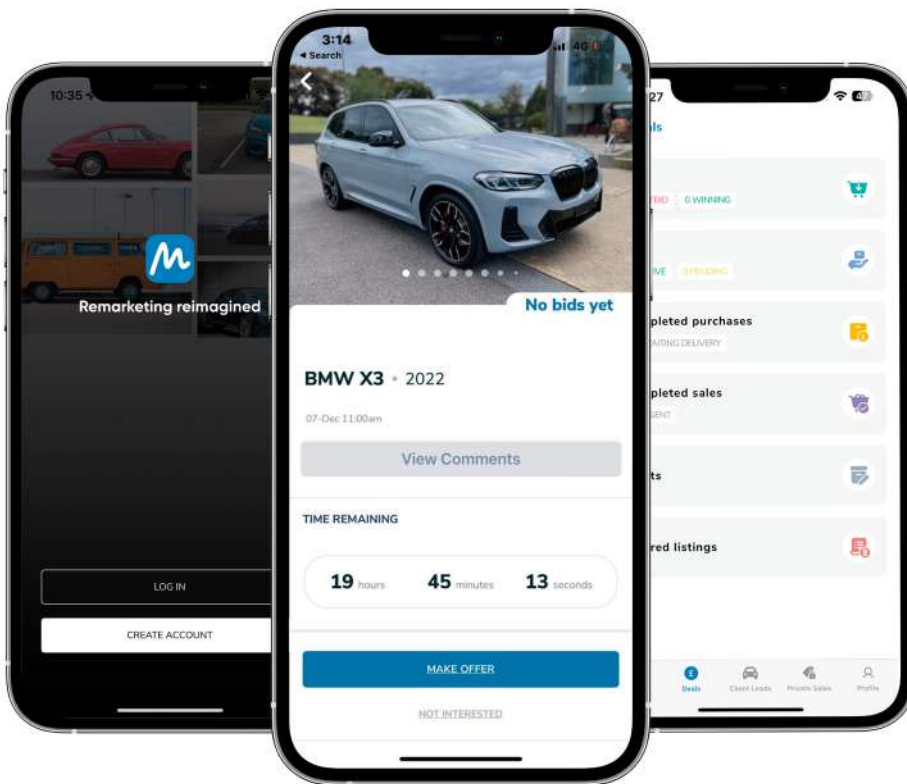
ensuring the right mix of users. Our team are constantly focussed on best aligning the requirements of both the seller and the buyer. Big data gets talked about a lot these days and MOTOM is harvesting transactional data to help its community achieve the best outcomes.

Moving overaged stock can be key to dealer's profitability and cash flow, how have you helped?

As I mentioned earlier, we have worked hard to build a seamless approach to marketing stock. This means that our sellers can leverage our APIs and have stock auto-published for sale. All of this at no cost for the seller. We bring a contemporary approach and are real partners, so well positioned to help as the market starts to turn.

Are there future developments?

It would be wrong to stay silent on this as we have a great development roadmap. We have updated our app this month with new features aimed at making it even easier to use. We have stocking finance, logistics and inspection currently in test, which will allow our users access to their stock finance partner, book vehicle movements and provide vehicle inspections using AI tools – all from the MOTOM platform.



For more information visit: MOTOM.io
email hello@MOTOM.io or call us on 0121 289 2166



ABC connects to all DMS systems and integrates with lead providers, finance houses, HPI/Experian, compliance systems etc. Single keying is our goal.
www.a-b-c.co.uk

Dealer Doc Com

Dealer Doc Com is a cloud-based software tool developed by motor industry sales professionals to replace traditional daily operating charts.

A fully configurable interface that can be tailored to the needs of an individual dealership or group of dealers. The platform gives the users (with role appropriate settings) the facility to access a fully detailed real-time status of a team's performance with the ability to drill down into the specifics of any deal at any time including individual commissions, KPIs and finance progress.

Live operations insights and the capability to capture product-only deals on a fully GDPR secure system.

The system is proven to increase dealership profitability with effortless efficiency improvements, sales team performance enhancement as well as affecting staff retention with improved morale as sales team members are empowered to increase their personal earnings on a daily basis. Every dealership is given a unique onboarding experience to ensure that the system integrates with their existing processes.

www.dealerdoc.co.uk

HALO

HALO is an integrated marketing, appointment and sales management platform that improves the sales efficiency and performance of automotive retailers. Designed to maximise the customer experience, HALO is here to help you improve the performance of your sales teams, providing real-time analytics, and giving you the tools to understand the effectiveness of your sales and marketing activity. Increase your conversion rate with HALO, the new appointment management platform, from Rhino.

www.haloauto.io

Heycar

Heycar is an online market place for used and new vehicles, with a focus on making buying a car better. Our product enables dealer groups and dealerships across the UK to advertise their stock to our multi-million visitors every month, creating inbound sales opportunities.

Heycar's product functionality allows customers to buy how they want, whether this be directly from our trusted dealer partners or through our online e-commerce proposition.

For motor retailers, working with Heycar brings you new sales opportunities from our in-market audience. Heycar's search functionality is postcode-driven bringing customers in your local area directly to you through messaging and calls, while also offering you the opportunity to open your vehicles

up to an out-of-area market through buy online where vehicles are sold at full RRP.

List your stock on Heycar and include finance from your chosen lender and work closely with your dedicated account manager to drive your business goals forward.

www.heyca.co.uk

Keyloop enquiryMAX

A complete solution to help you manage online and offline sales activity. It's simple to use, customer-focused and integrated with Keyloop DMS; enquiry-MAX gives you the tools and mobility your team needs to offer a slick and seamless sales experience across the complete consumer lifecycle.

Track every lead generated from retailer walk-ins, website enquiries, telephone, and finance renewals.

Appraise vehicles for part exchange, show used stock or new vehicle sales materials and give customers the ability to sign digital forms using the Deal Builder.

With enquiryMAX you can easily monitor your KPIs, including enquiries captured, appointments made, test drives, orders and deliveries. Our powerful reporting package gives you access to OEM, group, and retailer sales activity and marketing data, providing you with key insight at your fingertips.

"EnquiryMAX has been incredibly useful in helping us improve our customer journey and it's really



ISTOCKPHOTO.COM/THAPANA ONPHALAI

helped us streamline our enquiry management sales process," says Norman McKeown, head of IT, LSH Auto.

www.keyloop.com

SECURITY AND CYBERSECURITY

Keyloop Hosting

Protect your data and keep your DMS running smoothly with our secure, one-stop hosting solution. Using a range of industry-standard processes to protect your data and your business, Hosting gives you access to your data whenever you need it, with backup to a secure off-site location and continuous power and disaster recovery support.

Our dedicated global security and support teams are here to help. Keep your data safe with VPN connections between Keyloop and each dealer location. The protection includes business-level firewalls, and the standard security you look for and expect. A single monthly per-user fee makes costs clear and predictable. Keep your budgeting uncomplicated, with no need for manual server upgrades.

As your business expands, you'll have no need to upgrade hardware or operating system maintenance. Keyloop hosting comes with access to our online extranet, where you can track and check your DMS performance using a personalised dashboard.

www.keyloop.com



Traka

In the dynamic world of automotive dealerships, efficiency and security are paramount. Enter Traka Automotive's specialist intelligent key management solutions. With a seamless blend of security technology and practicality, Traka empowers dealerships to streamline their operations for the benefit of staff and customers.

The secure key management system provides dealership staff quick and easy access to keys across a dealership or multiple sites, supported by vehicle mapping.

This eliminates the distress and resource issues resulting from time-consuming searches. The result is a smoother customer experience.

An automated audit trail enhances accountability and reduces risk of loss or theft. Featuring touch-screen technology and an intuitive user interface, Traka technology is simple to use and integrates seamlessly with existing systems. As automotive dealerships strive to excel in customer service, Traka's intelligent key and asset management become a strategic partner. By minimising downtime and maximising efficiency, Traka paves the

way for automotive dealerships to achieve operational excellence and customer satisfaction, without compromise to security.

www.traka.com

STOCK ACQUISITION

Cap HPI valuations and provenance checks

Cap HPI provides decision-support data and software solutions spanning provenance checks, vehicle valuation, validation, collision, mechanical repair and total cost of ownership.

Advanced technology helps users make smarter automotive decisions by providing one source for data and software solutions that uniquely span the whole vehicle lifecycle; new, used and future vehicle valuation, validation, collision, mechanical repair and total cost of ownership.

All data is connected by the Cap HPI code and a single methodology across all markets and sectors.

As part of Solera, Cap HPI covers 54 points of a vehicle's journey through the automotive supply chain. This provides an unrivalled view



DRIVING TOMORROW'S AFTERSALES TODAY:



Getac's Digital Automotive Solutions Redefine Aftersales Excellence

Getac's digital solutions place innovation at the heart of the aftersales service operation by using artificial intelligence to automate processes, speed up reaction time and free up the team to focus on a customer centric approach.

Revolutionise Your Aftersales Today.

Contact us
to Ignite Innovation.
Getac.com

Can the power of artificial intelligence and automation be the difference in providing your service team with an extra pair of hands?

Current processes and setbacks

Today's customers have numerous ways to contact your service operation, whether it be in-person, by phone, or, increasingly, via online channels.

According to a recent study by JD Power, on a 1,000-point scale, satisfaction is 75 points higher among customers who have experienced a fully digital service journey. The same study also found an 8% increase in online scheduling preferences versus phone interactions, across all generations.

Modern customers are increasingly unforgiving too. Studies show that servicing delays of just 30 minutes can lead to feelings of dissatisfaction that decrease the likelihood of a customer returning in the future.

This can present major challenges, given how process-driven modern servicing is. Once a customer's vehicle is on-site, there are processes for everything, from tagging keys, parking, job card generation and assigning technicians. In many service centres, paper-based manual data entry remains central to these processes. Consequently, if plans or service needs change, the time required to re-record key information can quickly impact the entire service operation, causing exactly the delays customers want to avoid.

How AI speeds-up processes

Artificial intelligence (AI) excels at using massive amounts of generated data to decide on even complex issues quickly. Variables within service facilities change constantly, often requiring employee intervention. However, AI can take on much of the heavy lifting, which frees up employees' time. AI can schedule, track, and manage the entire process, eliminating paper trails and maximising productivity, all while improving customer satisfaction.

Dynamic booking and scheduling

Replacing the telephone booking process



with dynamic online solutions can also save valuable time by giving customers, service teams and call-centre employees the ability to schedule/change appointments in real-time.

Doing so helps maximise workshop capacity, with technician workloads, parts, and courtesy car availability all considered.

Automation saves time

The true value of AI lies in its ability to automate tasks, eliminating unnecessary data entry in the process. Doing so means trips to the service bay to check the status of a job or calls to the customer are no longer necessary.

The power of voice

Utilising voice controls as part of digital vehicle health checks can also make a big difference to service advisors and technicians, with less time spent manually inputting information and

more time spent engaged with the customers and on the job itself.

Bridging the technical gap with livestream interaction

Livestream interaction is another great way to highlight key issues and give customers the confidence to authorise additional work as needed. Without visual tools, it's hard to inspire trust, transparency, or confidence in the customer. While some may like the tactile nature of being handed their dirty oil filter, most will prefer a convenient video call with the service facility to understand issues from the comfort of their home or office.

The employee you never knew you needed

AI can revolutionise your approach to both customers and operations, eliminating time-consuming tasks and making your team feel like they have a much-needed extra pair of hands.

Please visit www.getac.com/en/automotive or email r.youngusband@getac.com to learn more

Getac
Rugged Mobile Computing Solutions

piib automotive

Driving performance, navigating you safely

PIB Automotive brings together the power of insurance broking, risk management, cutting-edge software, and employee benefits.

To find out how our collaborative approach can benefit your dealership scan the QR Code to visit our website.

With you all the way
piib-insurance.com/automotive



piib insurance
brokers

piib risk
management

 **Cooper**
SOLUTIONS

piib employee
benefits

PIB Insurance Brokers, PIB Risk Management, Cooper Solutions Limited & PIB Employee Benefits are trading styles of PIB Risk Services Limited. PIB Risk Services Limited is authorised and regulated by the Financial Conduct Authority, Firm Reference Number 308333. PIB Risk Services Limited is registered in England and Wales. Company Registration Number 02682789. Registered Office: Rossington's Business Park, West Carr Road, Retford, Nottinghamshire, DN22 7SW.

1270567845

PIB Automotive, harnessing the power of technology – driving you forward, navigating you safely

Made up of four sectors, PIB Automotive is a dedicated division providing 360-degree protection for its clients, actively sharing skills and expertise, offering access to a unique set of services with clients firmly at the centre of everything it does.

PIB Automotive takes a truly collaborative approach, creating an incomparable offering for businesses operating within automotive, delivering a powerful combination of digital technology, analysis, expertise and cover.

Technology and innovation play important roles in automotive, making it an incredibly dynamic and competitive sector. Whether utilising our own technology or our knowledge of the changing face of the industry, PIB Automotive is on hand to support your business.

Cooper Solutions provides a range of web-based solutions that wrap around a retailer's business; addressing gaps in process and instilling best practice while driving performance and, crucially, profitability.

Products include fleet management with daily rate insurance cover, service prospecting, benefit-in-kind compliance, mobile appraisal, trade car disposal, performance forecasting and financial



PIB Automotive's use and understanding of technology gives you peace of mind that your business and your people are protected

management, and used car stock control.

PIB Risk Management delivers services to hundreds of automotive dealerships and bodyshop premises across the UK, from small independents to large PLCs.

Services include accident and incident investigations, competent person service, health and safety reviews/audits, helpline, risk assessments and safe systems of work, site inspections, safety policies, training (face-to-face, virtual or e-learning) and xCenta Automotive.

xCenta Automotive is the online solution for managing health and safety built specifically for the automotive sector, providing you with access to a range of

tools, content and training to help you drive safety forward in the automotive environment.

As technology has evolved, the electric vehicle (EV) market has increased, and, in turn, associated risk and insurance implications that dealerships need to consider. These include fire, liability, security and cyber.

As EV and charging technology utilises software that has the potential to be hacked by cybercriminals, it is important to ensure you have some form of cyber protection in place.

PIB Insurance Brokers has a dedicated automotive team which can support you with ensuring you have the right cover to protect your business as the EV market continues to grow.

With additional services from PIB Employee Benefits, PIB Automotive's use and understanding of technology gives you peace of mind that your business and your people are protected, while supporting you in maximising profitability and performance.



For more information, please contact Simon Whicher, Sales Director, Cooper Solutions. E: SWhicher@coopersolutions.co.uk

pib automotive

The screenshot shows the Carwow 'Listings' page. At the top, there are navigation tabs for 'Available Stock', 'Recommended', 'Starred', 'Bids & offers', and 'Won'. Below these are filters for 'All', 'Auction', and 'Buy now'. Further down are more filters: 'Closest to you', 'Registration search', 'Make (11)', 'Any - 5 years', 'Mileage', 'Grade 1', 'Up to 100 miles', 'More Filters', and 'Clear all'. Three car listings are displayed in a grid:

- WX72 YYP**: Jaguar F-PACE 2.0 P400e R-Dynamic SE 5dr Auto AWD. Grade 1 • 2022 • 5,500 Miles • Petrol • Automatic • Black • Not Yet Due Service. **BUY NOW** Highest offer: £52,000 / £48,000. CAP clean: £52,500. 49 miles away • Ends Tomorrow.
- FV72 LIT**: Toyota Yaris Hybrid 1.5 Hybrid Design 5dr CVT. Grade 1 • 2023 • 11,000 Miles • Petrol • Automatic • White • Full Service History (Main Dealer). **BUY NOW** Highest offer: £18,156 / £17,625. CAP clean: £17,800. 61 miles away • Ends Saturday.
- BV22 KKB**: Jaguar F-PACE 2.0 D200 R-Dynamic Black 5dr Auto AWD. Grade 1 • 2022 • 5,458 Miles • Diesel • Automatic • Blue • Not Yet Due Service. **BUY NOW** Highest offer: £43,100 / £36,635. CAP clean: £42,400. 83 miles away • Ends Tomorrow.

of the industry that can be used to drive efficiency and unlock new ways of working.

Through this understanding of the process and a close relationship with customers, Cap HPI continues to innovate to help dealers operate efficiently and safely.

www.cap-hpi.com

Carwow

Carwow connects dealer partners with more than 3.5 million unique monthly users in the UK who are ready to buy and/or sell. Carwow's stock acquisition service solves major pain-points for dealers, enabling private sellers to list their car on Carwow and then inviting dealers to bid and buy directly through the platform's daily online auctions.

Dealers can relist those cars for sale via Carwow, where they will be advertised to millions of highly engaged buyers.

Carwow has become a true industry disruptor by improving dealers' access to quality stock, while also helping sellers achieve a fair price, hassle-free. Since the launch of its consumer-facing 'Sell My Car' facility, Carwow has helped dealers acquire 94,000 cars worth a combined £1.35bn. Carwow's unique buying and selling model offers significant opportunity for dealers to retail more stock, more profitably.

Carwow continues to develop its platform for dealer partners, recently adding automated history checks, document collection and transportation services.

www.dealers.carwow.co.uk

MOTOM

MOTOM is an independent remarketing technology enterprise, delivering a digital platform for streamlined wholesale vehicle transactions, saving valuable time, resources and money.

Our innovative technology seamlessly integrates the entire wholesale market, linking OEMs, rental, lease and fleet management companies with dealerships, of all scales, and car supermarkets throughout the UK, facilitating efficient stock trading. In the competition for used vehicle acquisition, MOTOM enables purchases within minutes or automated stock uploads for effortless sales through our API.

This process remains user-friendly for both sellers and buyers, as our intelligent platform takes the reins. MOTOM not only expedites buying and selling processes but it also has transparent fee structures, ensuring sellers enjoy fee-free sales without subscription costs.

Only nominal buyers' fees are charged upon agreed transactions. With our satellite platform we extend tailored vehicle buying services to OEMs,

leasing companies, car supermarkets and dealer groups, broadening their market reach and minimising product availability gaps.

www.motom.io

PlateM8

PlateM8 uses automatic number plate recognition (ANPR) technology on a mobile phone to improve efficiency, accuracy and reliability of all of motor retailer stock checks.

The mobile app has a simple four stage process. Dropdown menus in the app allow teams to enter dealership info and identify precise locations. Next users start walking around the parked cars and scanning of plates and VINs will operate continuously – users hear a beep each time a scan is recorded.

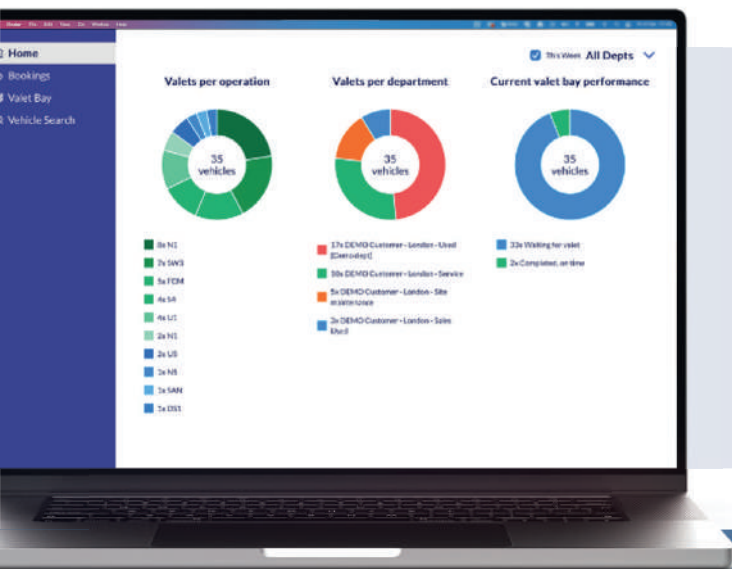
Once scanning is complete, users can review the list of entries and make any required edits via the app. With the list approved, users can share results via email, by secure link or direct with other apps on their mobile phone.

Thanks to highly accurate scanning, a super simple interface, a complete audit trail and seamless DMS integration, PlateM8 can reduce auditing and reporting time by 90%.

www.platem8.io

TECHNOLOGY BENEFITS FOR YOUR VEHICLE VALETING

Our new Secure Online System, My SOL, now provides financial information to help you control costs, view productivity and manage vehicle volume requirements via a web link from your desktop to the valet bay.



More reasons to partner with Secure...

- Latest IT systems and software
- Local management and UK cover
- Additional range of support services
- 25 years experience in automotive support
- Quality systems and legal compliance

Safe in the knowledge... it's Secure!

For more information, call **01480 216700** alternatively visit **www.secureplc.com** or email: **sales@secureplc.com**

Automotive management

Brought to you by

AM

In association with

NFDA
NATIONAL FRANCHISED DEALERS ASSOCIATION

LIVE

SAVE THE DATE
NOVEMBER 9, 2023
BIRMINGHAM NEC



Register now at: www.automotivemanagementlive.co.uk

”

Our goal is to make Reputation's platform a central view for managing the satisfaction of our customers. Thanks to the VoC Survey and the Dealer e-Reputation, **we can use Reputation's platform as our main dashboard to drive and improve customer satisfaction.**

Stéphane Cottin,
Director of Quality Commerce VP,
Groupe Renault

 **Reputation**

Reputation

A Centralized Platform to Manage and Grow Your Business

Effortlessly manage your online reputation and customer communication from one location.



Learn more at Reputation.com