



The **AM** DEALER TECHNOLOGY GUIDE

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Sepi Arani, Commercial Director,
carwow

carwow

With the mission of creating the ultimate online car buying and selling experience, carwow helps its nine million UK users discover the best new car for them and buy directly from trusted dealers, brokers and brands.

In 2021, it launched sell your car following the acquisition of Wizzle, meaning dealers can also buy stock directly from carwow's users with the lowest buying fees on the market.

Having started life as reviews aggregator, carwow has also become one of the most influential names in consumer car media with the biggest automotive channel on YouTube fronted by Mat Watson that has more than six million subscribers.

Dedicated to helping the car industry embrace the online world, carwow offers a suite of data-driven tools and services, including lead generation, stock sourcing, brand building, e-commerce training, marketing and advertising.

Headquartered in London, carwow employs more than 300 people in the UK, Germany and Spain with the backing of some of the most prestigious technology, marketplace and automotive investors.

For more information visit dealers.carwow.co.uk or call 0333 150 0777, for the latest reviews and videos, subscribe to the carwow channel on <https://www.youtube.com/carwow>

Sponsor's welcome



**Glen Demetrioff, Chief Innovation
Officer, Keyloop (former president
and CEO of RAPID RTC)**

RAPID RTC
keyloop

RAPID RTC is part of the Keyloop family of businesses and is a digital communications company that specialises in automotive, serving retail and manufacturing clients around the globe. We focus on improving business' digital communications and customer engagement practices by seamlessly connecting online shoppers in real-time, at the optimum time and via their preferred channel. Our brand promise is to bring value to our clients by placing their customers at the core of everything we do. Through the right mix of technology and human interaction, we ensure a premium omni-channel customer experience throughout the online purchase journey. Together with Keyloop, we are on a mission to make everything about buying and owning a car better and to eliminate the points of friction in the car-buying journey. We are excited to be part of a growing retail ecosystem that is transforming the car-buying experience, connecting dealers with consumers like never before. RAPID RTC is headquartered in Winnipeg, Canada.

**For more information on our products:
Visit www.keyloop.com • Email: int.pr@keyloop.com
Twitter: @KeyloopAuto • LinkedIn: Keyloop**

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Sponsor's welcome



Andy Wand, EMEA Automotive Director,
Reputation

Hello and welcome to the 2021 Dealer Technology Guide from AM. For those of you who I haven't met, or maybe haven't read my columns and articles published on AM-Online, my name is Andy Wand, I'm the EMEA Automotive Director for Reputation.

Reputation, creator of the Reputation Experience Management category, is changing the way the automotive sector gathers and acts on customer feedback to drive decision-making and enhance Customer Experience (CX) programmes. Reputation's interaction-to-action platform translates vast amounts of solicited and unsolicited feedback data into prescriptive insights that brands use to learn from and grow. Thousands of brands and hundreds of dealerships, dealer groups and OEMs globally rely on Reputation as their CX platform of choice, and use the patented algorithms behind Reputation Score X™ to provide a reliable scoring index of brand performance in order to make targeted business improvements.

Enjoy the guide, and on a personal note, I hope to meet many of you at November's AM Live 2021. I'll be exhibiting with the Reputation team, and hosting a live workshop. See you there!



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

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carwow

The move to online has been 'transformational'

Sepi Arani, carwow's Commercial Director, reflects on the impacts of the pandemic on car retailing and says digital shift 'won't hold back'

Q To what extent did the carwow platform benefit from the pandemic-prompted shift online among car buyers (in terms of enquiries/reach)?

A Lockdown has accelerated the shift to online research and retailing which, for a service built on capturing and guiding consumer demand, has been transformational.

In 12 months, total enquiries registered with carwow have been up 57%, with a healthy balance across factory orders, stock vehicles and leasing brokers.

Importantly, we've been changing carwow for the better. Moving to a cost-per enquiry commercial model has levelled out pricing, with our dealer partners now using the platform proactively with a huge drop in discounting.

This has brought us closer to our partners – establishing stronger and more collaborative relationships focussed on improving lead handling with partners on both premium and volume brands often converting more than 30% of carwow leads.

2021 has been big for direct-to-consumer (D2C) business and developing our role in consumers' research and transactional journeys. We launched a successful partnership with Tesla to deliver enquiries to their advisors which has driven significant incremental sales despite having a fixed-cost model. The forward thinking and collaborative approach of the UK management has clearly contributed greatly to the Model 3 topping the UK SMMT charts.

We've also supported Care by Volvo, converting masses of consumers on carwow who weren't even aware of the service prior to taking out subscriptions. Again, praise goes to the innovative management teams in the UK and

Sweden to engage and innovate.

Consumer-wise, the importance of price has diminished, with more focus on service and location. It means we can now reward dealers that best engage with prospects vs. those who lead with price. While this can also be attributed to the growth of 'fixed price' offerings, it proves consumers want great experiences and relationships with brands and dealers online or on the forecourt.

When it comes to reach, monthly visits are up 80%, year-on-year, driven by demand for honest advice and entertainment – especially for EVs. Mat Watson's team has incredible drive, growing our YouTube channel to more than six million subscribers, cementing its position as the world's largest automotive channel.

The team has established some extraordinary benchmarks, attracting more than a million views in the first 24 hours for most videos. Our most viewed video, in partnership with Redbull Racing F1 team, hit a million views in less than three hours, trending in the top 10 across the UK for a couple of days.

The important thing is the influence of this content not just in growing our user base, but we can track how model-specific enquiries to dealers can increase by in excess of 35% following a YouTube review.

Q Tell us more about the free e-commerce training and coaching offered by carwow. What results/feedback has it delivered?

A We've focused massively on helping our partners learn the new skills they've needed since lockdown. Every client can now have monthly sessions where we look into every single carwow lead and help implement improvements or build bespoke sales performance plans.

This boosts transparency, helps margin and decreases cost per sale. We've just helped a team convert 44% of enquiries – proof dealers have nothing to fear from omnichannel sales.

Q Carwow has sought to address car retailers' current – and likely ongoing – stocking issues with the acquisition of Wizzle. What has been the immediate impact of that deal on the wider offering?

A Adding stock sourcing to carwow is about using our nine million engaged users to help partners overcome challenges – in particular their access to used vehicles.

In three months since acquiring Wizzle,

THE BEST PERFORMERS WILL BE THOSE WHO BEHAVE LIKE NATIONWIDE BRANDS ONLINE

SEPI ARANI, carwow

we've quadrupled stock volumes, surpassing the 7,000 listings and in a recent survey, nine out of 10 dealers said we had the best supply of stock of all their partners.

Our next aim is to open up the platform to trade sellers including fleet owners and rental companies, for whom we can offer lower costs and a much quicker stock turn than traditional auction houses.

Q How do retailers/groups/OEMs benefit from carwow platform data?

A Any partner can harness our data to ensure their strategy is based on a validated view of marketplace dynamics and buyer behaviour. From a marketing perspective, more brands than ever have worked directly with us across media, marketing and joint retailer programmes to ensure they have a direct route to the consumer from research to purchase.

Q What are carwow's market expectations for the six months ahead and what is its key advice for car retailers?

A The shift to digital sales journeys won't hold back, so understanding where, when and how buyers are behaving online is key. The best performers will be those who behave like nationwide brands online.

Understanding consumers' needs for EVs is the big one. We've prioritised EV education and have out-performed the market, but anyone selling EVs must get the messaging right.

For example, using range as a leading message actually perpetuates objections around range anxiety.

Instead, messaging around how EVs fit into daily life in a relatable and credible way is key.

Events like the fuel crisis are speeding up the switch to the extent that combined EV and hybrid sales will be 50/50 with ICE vehicles with plug-in battery vehicles accounting for a third of all new car sales reported on carwow by the new year.

COMPANY PROFILE

Key products: Digital sales, data services, stock sourcing

Key staff: James Hind (CEO), David Santoro (CTO), John Veichmanis (COO).

Founded: 2011

Based: London, Munich, Madrid and Bournemouth

Visit: dealers.carwow.co.uk

Email: dealer.support@carwow.co.uk

Telephone: 0333 150 0777

carwow

▼ **A**

AFTERSALES SUPPORT SYSTEMS

BookMyGarage

BookMyGarage has been developing its service and MOT online booking tools. The solution is easy to incorporate into a dealer's existing IT system, integrating with existing dealer management systems (DMSs), workshop diaries, vehicle health check (VHC) suppliers and manufacturer service schedules. Automated file uploads also provide full reporting. Multiple booking tools can also be used for segmented audiences, catering for seasonal and special offers, with widgets to view the success of each campaign, per branch or the whole group. In addition, a management console and real-time reporting dashboards provide detailed and customisable information on the booking process, such as number of bookings, proportion of different car makes, and product type (eg full service and MOT).

www.bookmygarage.com

Bumper

Bumper enables drivers to split their repair bills into monthly interest-free payments to spread the cost of keeping their car in good condition. All drivers have to do is enter their vehicle registration number, choose from more than 3,000 of Bumper's partners nationwide and apply for a Bumper Balance of up to £3,000 for repair payments. The Bumper Balance takes less than five seconds to calculate and gives an overview of repayments made and required.

www.bumper.co.uk

Crypton

Crypton has launched a range of MOT bays and automated test lanes (ATLs) to help dealers boost workshop productivity and profitability. The modernised ATLs enable a full MOT to be carried out by one mechanic, freeing up other mechanics to carry out more services and repairs, thus reducing MOT costs and providing a more efficient and higher level of customer service. Products include the Wireless Tablet Driven MOT Bay/ATL, Pit Bay for MOT Bay/ATL, 4-Post Lift, Scissor Lift and Dual Revenue Lift. All come with a three-year warranty.

www.cryptontechnology.com

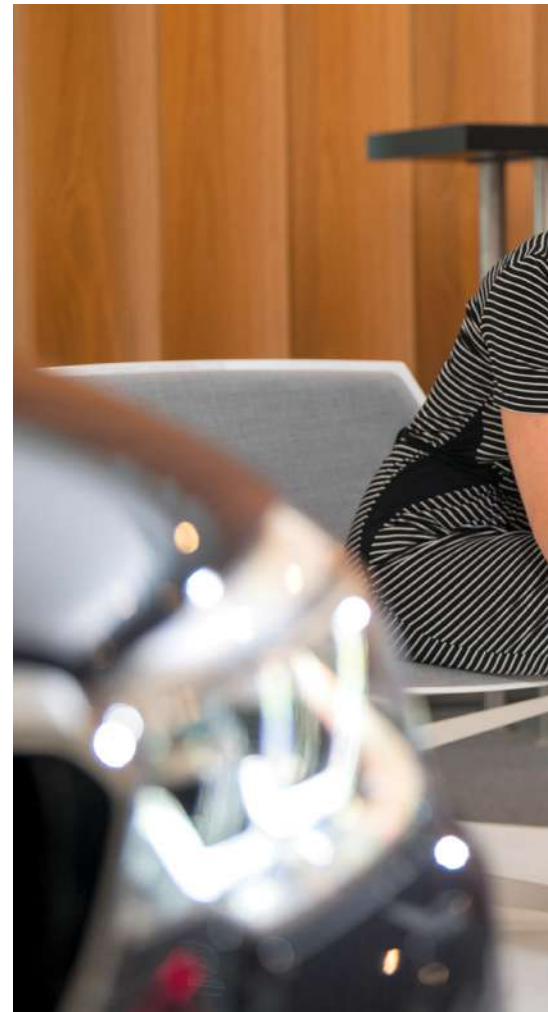
eDynamix

Its AutoPoint lockers provide dealers with an end-to-end self-serve key drop and collection solution that is fully integrated into sales and aftersales processes. Exsto is eDynamix's platform which brings together all the software firm's modules through one login, putting for example its health check, service plans, customer video and follow-up systems directly in front of a user.

<https://www.edynamix.com/>

Everard

The Beissbarth Easy Tread is a new diagnosis system that measures the tread of all four tyres within seconds, allowing dealers to increase tyre and service sales, such as wheel alignment or replacement of tyres. The system uses sophisticated camera and CCL technology to accurately measure the tread depth, while detecting any tyre wear, which can improve customer satisfaction and loyalty. An integrated database allows for a statistic evaluation, with clear information about



the tyre tread depth and wear pattern indicated through a traffic light system, which can be easily displayed to customers. The diagnosis will specify whether the tyres need to be replaced or if the customer needs to book an appointment at a later date, with the customer's safety as a number one priority.

www.everard.co.uk

Gott Technical Services

Gott Technical Services has added the Technique T3314 electric vehicle battery lifting table to its product range. The T3314, specifically designed to enable the easy removal, handling and maintenance of batteries, has a unique self-levelling platform worktop and alignment system for centring and positioning under the vehicle chassis. The worktop is wooden to minimise risk of conductivity when working with battery packs and has carefully designed cut-outs which allow clear access to the battery pack for disassembly. It reaches a maximum height of 2,000mm and a compact closed height of 800mm. Having been tested with great success at OEM facilities, the table has a 1,400kg lifting capacity to handle a



range of different loads.

www.gottservices.com/blog/2021/05/27/the-best-in-electric-vehicle-battery-servicing-equipment/

Hofmann Megaplan

Hofmann Megaplan has launched two battery table lifts designed to provide safe access and make the removal of vehicle batteries easier. Both use electro-hydraulic operations. The first is a single-plane automatic tilting table which uses twin hydraulic cylinders to provide 1,000kg lifting capacity. The second, flagship version, utilises a more powerful hydraulic system to lift up to 1,500kg and incorporates a twin-plane automatically tilting table top.

www.hofmann-megaplan.co.uk/products/electric-vehicles/battery-lifting

Hunter Engineering

Hunter Engineering's Quick Check Drive provides autonomous alignment audits using its award-winning WinAlign software. Utilising 32 lasers and eight cameras, the fully automated system scans a vehicle's wheels as the vehicle is driven through without stopping. It records the vehicle registra-

tion number, and checks the front and rear axle alignment before providing the results and recommendations for action required.

www.hunter.com/vehicle-inspection/quick-check/#roi

RTC Auto

Its REALaftersales solution, which can be integrated with many other critical dealer systems, supports aftersales teams through outbound customer contact, service booking, electronic vehicle health checks, tracking work in progress and retention of deferred work. Add-on options include paperless documentation, online booking plus online check-in/out.

<https://www.rtauto.co.uk/realaftersales/>

Tjekvik

The digital service reception software provider facilitates contact-free service reception through digital kiosks similar to those self check-in terminals at airports. The kiosks incorporate functions including a locked key drop and self check-in/check-out plus at home check-in through an SMS direct to a customer's mobile phone.

<https://www.tjekvik.com/>

C

CONSUMER FINANCE AND COMPLIANCE

Alphera Financial Services

Alphera Financial Services has introduced Alphera Zero, the motor finance industry's first carbon offsetting programme for used hybrid and plug-in hybrid electric vehicles. Alphera Zero enables consumers to buy a used hybrid or PHEV vehicle and offset all its carbon emissions throughout their term of ownership, at no cost to them. Alphera is working with Hampshire-based sustainability experts Carbon Footprint to offset the emissions of vehicles financed through Alphera Zero via tree planting programmes. The company has also launched a cutting-edge online finance and insurance (F&I) excellence training programme for dealers, named 'Funding Essential Skills'. The digital course is designed to help ensure dealers have a solid understanding of finance products and can deliver them to customers in a compliant way.

www.alphera.co.uk

Black Horse

Black Horse's online customer portal provides customers with the flexibility to service their account through the channel of their choice. The portal uses the latest cloud architecture and technologies to enable improved performance, greater automation and enhanced security, which means a more intuitive and broader service offering. Initially launched in July, the rollout of the new platform was completed in early September, enabling almost one million customers to make payments, get settlement figures, view their transactions and amend their personal details at anytime, anywhere and on any device.

<https://customerportal.blackhorse.co.uk/blackhorse/welcome/#/>

Startline Motor Finance

Startline Motor Finance is rolling out a new data product designed to maximise motor finance opportunities across major dealer groups in the fourth quarter. Insights enables dealers to gain a greater understanding of the finance deals that they are processing and helps them to identify new ways of driving their business forward. The product provides a range of information that can be accessed online to help with everything from day-to-day management to major strategic decisions. It allows dealers and introducers to dig down into the motor finance business they write. In addition, it gives an easy, graphical means of visibility over all key aspects of transactions on a daily, weekly and monthly basis as well as offering information about customer credit profiles.

www.startlinemotorfinance.com



Why a **connected** and **personalised** customer experience is essential for dealership success.

Q RAPID RTC was acquired by Keyloop earlier this year. What will change as a result of this?

A We are delighted to join Keyloop and contribute to its mission of creating a vibrant automotive retail ecosystem that transforms the car buying experience, while providing dealers with the best choice of technology for their needs. Although some things have changed, others have not – including our premium products and service offerings.

As we look to our industry's future, within which technology continues to shape the way customers and dealers interact during the car buying and ownership process, the industry must look to create truly connected experiences for both retailers and consumers. By combining Keyloop's leading Dealer Management System (DMS) and applications together with RAPID RTC products, we will be able to develop exciting new lead management and attribution offerings for the industry.

Q How can RAPID RTC support Keyloop's portfolio to help car dealers in their digitalisation transformation?

A Keyloop's mission is to create technology that makes everything about buying and owning a car better. This involves focusing on creating solutions that eliminate points of friction along the car buying journey and to improve the overall customer experience.

Dealers use many different systems throughout the car buying and owning process – our goal is to connect the consumer journey using both Keyloop solutions and those from our valued partners, allowing dealers to stay connected to their customers at every stage of the car buying and ownership cycle.

RAPID RTC's digital communications and lead management suite consists

of five core products: RAPID RTC Lead Manager, Live Dealer, Chat, Text, and Social, all of which play an integral role in the customer purchasing journey. By integrating with Keyloop's portfolio, we continue to empower dealers to build relationships with their customers via the communication channels they prefer, while maximising their marketing spend and boosting sales.

Q Why is a sophisticated lead management system so vital for car retailers and has its importance increased as a result of COVID-19?

A Most dealerships would struggle to understand how a digital lead could go untouched. But the reality is, very few manage to answer them all - our 2020 Mystery Shop revealed that only 31% of leads are being responded to within 90 mins. And even when they are answered, the content of the message may not always be consistently in line with customer expectations and brand standards.

In today's world of on-demand services

COMPANY PROFILE

Key Products: RAPID RTC Lead Manager, Live Dealer, Chat, Text and Social

Founded: Keyloop (formerly CDK Global International) was founded on 1st March 2021 and acquired RAPID RTC on the same date.

Based: Winnipeg, Canada

Visit: www.keyloop.com

Email: intl.pr@keyloop.com

keyloop™ **RAPID** RTC

and real-time communications, car buyers' expectations have never been higher.

According to Keyloop's international consumer research, 89% of car buyers want personalised digital interactions with auto retailers when purchasing their next vehicle. Dealerships must communicate at the right time, through the right channel, and with the right message. With the decrease in in-person interaction with dealerships and salespeople due to COVID-19, the desire for digital interaction has only increased.

Q How has RAPID RTC supported car retailers, and adapted itself, through the COVID-19 pandemic?

A The advancement and adoption of digital tools within the vehicle retail and aftermarket space has sped up dramatically since the onset of the COVID-19 pandemic.

We continued to support the industry by launching a new product, RAPID RTC Live Dealer, the first fully integrated omni-channel platform providing chat, voice, and one or two-way video. Live Dealer enhances dealership's digital retailing processes by connecting active online customers with salespeople who aren't busy on the showroom floor, allowing a trusted and familiar selling process to take place on the channel they prefer.

Q What are RAPID RTC's latest developments/products and how are they proving their worth to car retailers?

A Some of the latest developments to improve engagement and personalisation for dealership leads include two exciting new features – **Video on the Fly** and **Respond by Text**.

Video on the Fly equips salespeople to capture an on demand short, personalised video as they respond to ensure engaging and relevant replies for every customer.

Our Dealer Insights reports a three times increase in engagement when video is included in an email communication.

Respond by Text enables salespeople to send text responses to initial enquiries via the customer's preferred communication method, or follow-up emails or phone calls with a text. According to J.D. Power – 41% of Gen X and Y prefer text as their method of communication and 90% of prospects prefer being texted than called.

Q Is RAPID RTC on a growth trajectory following the Keyloop acquisition and how might this impact existing customers?

A Following the Keyloop acquisition, we've not only gained access to industry-leading international talent and resources within the Keyloop organisation, but we can now offer our solutions to tens of thousands of dealer sites in over 90 countries that already trust and rely on other Keyloop solutions. With a global reach and local understanding of markets, existing customers now have access to more solutions and industry best practices; we've become a one-stop-shop where dealers can buy any digital retailing solution they need.

By joining Keyloop our goal is to be the technology partner of choice for OEMs and car dealers, and to close the loop on a vital gap within our industry – customer experience. Whether virtual or in-person, the ability to thread together each customer's unique journey from beginning to end is an exciting opportunity. In the future, new lead attribution solutions will offer visibility into the customer journey, inform decision making, and facilitate more ways to measure results, analyse channel effectiveness, and provide relevant content. Ultimately, these types of solutions will shape the future of the industry, creating a more connected landscape and cohesive buying experience for both dealers and customers.

Glen Demetrio
Chief Innovation
Officer, Keyloop
(former President and
CEO of RAPID RTC).





grated digital journey for customers. The platform will automatically send an email and SMS message asking a customer to check-in a few days before their visit. After the customer answers a couple of security questions they are presented with some personal, vehicle and visit details. They can view all current job lines from the DMS job card and request additional work is done without the need to call the dealer. A range of dealer-specific recommended services and accessories are shown to the customer, which can be added to the job card. This ensures all customers are presented with all upsell items every time. Unsold items from the customer's last VHC, together with supporting videos and photographs, are highlighted to the customer, which they can click to add to the booking.

www.edynamix.com



COURTESY CAR AND DEMONSTRATOR MANAGEMENT

AX

AX Manage is AX's courtesy car management software. The industry benchmark product includes features such as day-rate insurance underwritten by Aviva, a multi-platform intuitive diary, on-board vehicle telematics, control over Benefit in Kind company car tax, and an integrated DVLA licence checker. It also helps facilitate contactless test drives by utilising paperless technology. The combination of all these features has enabled dealers to continue offering test drives while limiting physical contact with customers. To overcome concerns about the security of a courtesy car or a vehicle loaned out for an unaccompanied test drive, AX Manage integrates with AX Connect and AX Protect to provide on-board telematics and vehicle tracking.

www.ax-uk.com/innovation#ax-manage-section

Cooper Solutions

FullCover is a web-based fleet management system, which tracks all vehicle movements within a dealership. The system manages sales, aftersales and bodyshop loan appointments, while its integrated DVLA licence check validates customer driving licences in real time. It also produces electronic and paper professional loan agreements and its reporting tools monitor vehicle use and provide a cost and revenue breakdown.

www.coopersolutions.co.uk/public/cooper-solutions-products/full-cover/

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Contact Advantage

Contact Advantage has launched Claro, an enhanced version of its Showroom application.

The customer relationship management (CRM) solution provides dealerships and OEMs with a comprehensive tool for managing the complete sales cycle, from initial customer contact and enquiry management through vehicle purchase. Claro uses a brand new dashboard displaying all key enquiry management information and key performance indicators in a single, configurable view, while also speeding up task completion and enhanced diary management for greater efficiency. It enables sales executives and managers to create a tailored homepage using Contact Advantage's widget technology that provides visibility and convenience of access to all enquiry information in one place, saving time and putting sales targets front and centre.

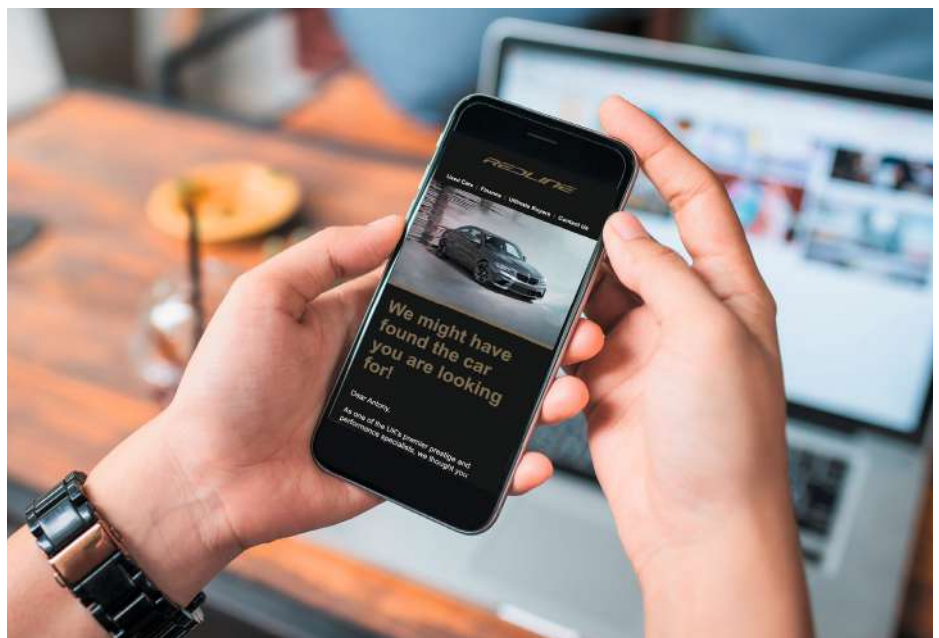
www.contact-advantage.com

eDynamix

eDynamix's Online Check-In provides a fully inte-

LTK Consultants

LTK Consultants' bespoke Konnect software improves the day-to-day management of dealers' automotive operations, enabling them to build and adapt both customer and employee workflows using a fully blended solution of artificial intelligence and human intervention that helps increase overall performance and productivity, while gaining full visibility and a deeper understanding across the entire customer journey. Konnect links to any DMS and telephony platform, to allow the dealer group to provide a centralised contact centre service or it can be fully outsourced to LTK. Either way, dealers can manage the customer through a fully connected journey within the sales and aftersales process, ensuring that work is not duplicated and transparent to all departments. Konnect's new Sales Lead hub also captures and collates all enquiries, so the customer receives one centralised contact



about all of their enquiries, rather than multiple calls from each dealer location.

www.ltkconsultants.co.uk

Marketing Delivery SmartMail

Marketing Delivery's VoiceBox e-CRM system was deployed within dealerships earlier this year to make marketing more effective and less labour-intensive. The suite of tools within VoiceBox has been developed specifically to cater for dealer contact cycles, introducing customised automation across the business. They help manage customers' preferences, hold data securely, monitor stock across multiple sites and promote it via email, SMS and social channels to the right prospects at the right time. Marketing Delivery's Car Alerts tool automatically generates and distributes tailored emails to potential customers that have enquired about a car, keeping them up-to-date with new stock and any price changes on relevant existing models. The real-time click alert feature can detect when that customer opens the email and clicks to view one of the available vehicles, automatically sending an alert to the dealer with the customer's contact details and the specific model that has been viewed.

www.marketingdelivery.co.uk

Three60 CRM

Three60 CRM, in collaboration with data experts Vital Software, has launched a suite of new solutions to give dealers unrivalled visibility and control of their aftersales performance. Dealer Health Check leads the way, employing advanced lead scoring to quantify available opportunities. The intelligence derived from the tool pinpoints exactly where to invest time, resource and marketing effort for optimal results. An enhanced product portfolio includes highly effective data cleaning, both daily and batch, and intelligent stepped marketing that delivers industry-leading conversion rates with smarter, permission-driven customer engagement. The newly-launched online service booking module integrates seamlessly with aftersales campaigns, providing an exceptional customer experience and removing any barriers to booking. The upgraded single customer view dashboard gives user-configurable visibility of performance and retention in real-time.

www.three60crm.com/#/services



dealerships with a one-stop-shop to manage all their business needs. The ClickEngage online buying journey solution was offered free of charge to all dealers in 2020 to help them secure sales remotely. Customers can reserve, part-exchange, pay a deposit, and arrange click and collect/delivery at the click of a button. ClickEngage ensures dealers can provide an omnichannel selling process to meet customer needs. Combine this with the September 2021 launch of Click's advanced search tool to make it easy for buyers to find their next vehicle, by searching for the features that matter most to them, and dealers have a comprehensive package.

www.clickdealer.co.uk/dealer-management-system

Dragon2000

Dragon2000's DMS enables dealers to manage and understand every aspect of their automotive business by bringing it all under one roof. The DMS allows dealers to make more profit, find new opportunities and save time. The system makes it easier to advertise vehicles on dealer and third-party websites and provides real-time sales information via a dashboard and reports. The garage software takes care of the entire workshop process, from estimates, bookings and technician job cards to service invoices and customer reminders, as well as a robust clocking system

that tracks technicians' hours of work. Technicians can also record and send VHC videos straight to the customer by phone or email, thus increasing trust and take-up of red and amber items. The parts inventory enables dealers to more easily and quickly create orders, returns, estimates, service issues and invoices, as well as check stock. The CRM allows dealers to track and automatically pull leads from their website, finance provider, Auto Trader and any live chats they use.

www.dragon2000.co.uk/dealer-management-system/

Gemini

Gemini Systems OSI platform enables its partners to quickly develop two-way integration with its Evolution Dealer Management System, granting access to customer account information, vehicle information, service booking availability, vehicle stock information and more. The platform provides clients with the flexibility to continue using best of breed solutions already ingrained in their business and people, making onboarding more seamless and efficient. OSI is a level of web services that produce an application programming interface (API) for third party partners of Gemini Systems, such as Key Tracker, Manheim Auctions, AutoSLM, Reef Business Systems, 67Degrees, Motordocs and more. The API

DEALER MANAGEMENT SYSTEMS & ACCOUNTS

Click Dealer

Click Dealer's DMS encompasses an integrated stock and lead management, CRM, and business reporting functions. The DMS integrates seamlessly with additional core services (ClickWeb, ClickEngage and Digital Marketing), providing



RTTC

REALtime communications

Create your ideal **sales, aftersales** or **reporting solution**, all based on your unique business.

 REALinsights

 REALsales

 REALstorage

 REALevhc

 REALaftersales

 REALaftersales⁺

rtcauto.co.uk



REALinsights

REAL insights. REAL benefits. REAL time.

RTC'S NEW BRAND IS DESIGNED TO HELP DEALERSHIPS GET THE MOST OUT OF DIGITAL SOLUTIONS.

Digital specialist RTC has unveiled its new suite of REAL solutions, designed – as the name suggests – to uncover real benefits for dealers, delivered in real time.

RTC has long been a leader in automotive digitalisation, but the new package forms its strongest and most coherent offering yet – linking together every stage in the dealer's digital journey and offering a clear set of business 'wins' from day one.

Six solutions are available as part of the REAL brand, but crucially, they do not stand alone. They integrate fully with each other and with many DMS and third-party solutions, creating a full digital ecosystem managing all a dealer's main functions across showroom and workshop, along with added functionality addressing common pain points, such as document storage.

This makes the REAL suite a 'one-stop shop' for dealers looking to realise the proven benefits of digitalisation, without undue risks or teething problems. For businesses that want to go digital but aren't sure of the next steps, RTC's solutions are the answer.

DATA-DRIVEN DEALERS ARE SUCCESSFUL DEALERS.

The REAL brand also incorporates an all-new feature: REALinsights, an analytics platform that brings 'big data' to dealerships in an effective, intuitive way.

REALinsights works to get data out of separate systems and combine it into one secure, transparent resource, allowing dealers to generate much more – and more accurate – insight.

More than that, it also looks into the future, forecasting the effects of industry trends and predicting the impact of key variables. Previously, working out which areas of the business to focus on might have been a matter of guesswork or gut feeling; REALinsight gives dealers the numbers that can eliminate guesswork entirely. The result is targeted, effective decision-making in real time.

"There has been much industry talk of the 'digital dealership', and our REAL solutions are designed to turn that into a reality," said Richard Robinson, Chief Operating Officer at RTC. "Using 20 years' worth of learnings in the digital sphere, we've focused our solutions on what really matters to dealerships and what enables them to start benefiting from digitalisation more quickly.

"The dealership of the future can forecast future trends, identify hot leads automatically, get jobs booked proactively, manage them paperlessly in real time, and can share data between departments. But why wait for the future? With the REAL suite, it can happen now."

REALinsights

Powerful analytics platform that combines all your data for maximum predictive power and ease of use

REALsales

Lead management software that gives an instant overview of who is ready to convert and when

REALstorage

Go digital and free up space and time with secure, accessible, resource-efficient document storage

REALvhc

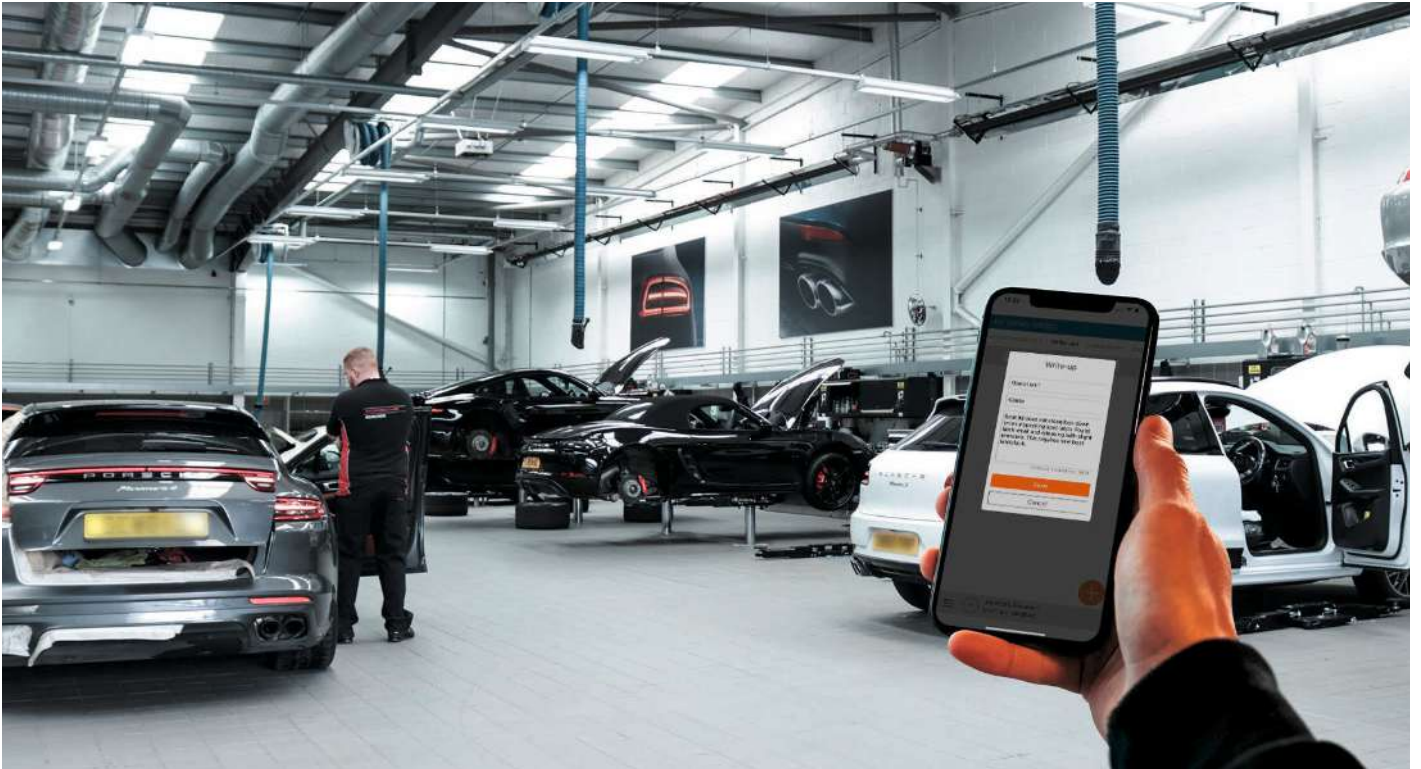
EVHC system that tracks vehicles over time and flags up deferred jobs or upsell opportunities

REALaftersales

RTC's full aftersales solution designed to streamline job management, minimise errors, and empower dealers to get more bookings

REALaftersales⁺

Modular system that allows dealership groups to seamlessly add extra functionality in line with their retailers' needs



allows Gemini's partners to get and post data live to and from the DMS, such as new customer records or sales order forms, meaning the two systems are always synchronised, thus reducing administration overheads by cutting down on data duplication and re-keying information.
www.gemini-systems.co.uk

Keyloop

Keyloop has launched several new applications to assist retailers with digitising their key workflows, including ePayments and Invoicing. ePayments is a contact-free payment option powered by Worldpay that provides a dealer's customers with a convenient, online payment method. It also streamlines the main accounting processes involved in managing a transaction. Invoicing is an automated accounts payable solution that speeds up invoice processing for the finance team. It is seamlessly integrated with the Keyloop DMS and its automation capabilities mean that retailers can save time, resources and costs associated with manual, paper-based processes, while also improving accuracy by avoiding errors arising from manual rekeying of data. And because it's a scalable, cloud-hosted solution, it can work for any size of dealership. RAPID RTC's Lead Manager enables sales staff to provide a personalised video or other channel response to a customer enquiry.
www.keyloop.com

Pinewood Technologies

Pinewood Technologies have focused on manufacturer integration and building on their all-in-one dealer management system, ensuring every



customer can choose the way they want to interact with the dealership, be it online, in store or a mix of the two. It's easy to prepare warranty claims in Pinewood's Tech+ app with Write-ups. Technicians can add digital notes to jobs on their phone as they work on a vehicle, highlighting any issues found and corrections made. Not only have Write-ups helped with reducing paper in the workshop, but

they also give manufacturers a clear view when auditing for warranty claims. Pinewood DMS is integrated with Bumper finance: offering dealers a built-in tool to boost vehicle health check revenue. Using Pinewood's Tech+ app, technicians can record a video, showing any red or amber work they've identified. This can be quickly sent to the customer for approval, straight



Keep your customers engaged throughout the sales process

89% of car buyers want personalised digital interactions with auto retailers when purchasing their next vehicle.*

Using two simple Keyloop tools, you can offer high quality engagement throughout the entire sales process.

RAPID RTC Lead Manager lets you maximise early engagement with fast, professional responses and personalised content.

enquiryMAX helps you engage car buyers continuously with an interactive showroom experience while on the go.

Better yet, both tools work in sync – giving you complete visibility into your customer's journey at any stage.

Discover more at:

www.keyloop.com

keyloopTM

* Source: Digitalisation: An Unstoppable Force in Automotive Retailing and Aftersales, Keyloop/ Frost & Sullivan, 2021

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from the DMS, with the option to apply for finance at the same time with Bumper. www.pinewood.co.uk/overview/

Reynolds & Reynolds

Era-Ignite DMS enables dealers to handle parts maintenance, inventory tracking, accounting and sales operations. The application allows employees to capture and securely store customer data in a centralised repository and generate financial reports for reference. They can also search for transactions by vendor name, account, invoice number, posting status and other criteria. The DMS also helps accounting teams to track employees' productivity, view the status of transactions and rectify posting errors across invoices. Additionally, it lets administrators provide role-based access, enabling authorised users to adjust or reverse transactions. The system also supports integration with third-party platforms such as Dealer Uplift, ASR Pro, TRONIX and more.

www.reyrey.com/solutions/dms

DISPLAY TECHNOLOGY

Luminati

Luminati provides car showroom displays ranging from free-standing merchandising units to digital advertising sales. Its care information station locates under a car's tyre and holds literature and product information. It is branded with the dealership logo and has a small touchscreen on top displaying key information on the car and corporate videos. Luminati's large full-colour digitally printed stretch fabric showroom display panels highlight car specification in detail. Its freestanding swatch boards are designed to show the full range of colours avail-



able for a particular vehicle. Displays can be set into showroom walls and LED-illuminated to showcase larger items such as fabric swatches, alloy wheel options and steering wheels. Its front desk features the car or dealership logo with storage and key storage at the back. Digital advertising screens can also be supplied with integrated network connection, enabling the dealer to manage the screen content across all of its dealerships from its head office.

www.luminati.co.uk/showroom-displays

Zerolight

ZeroLight Concierge is a shared digital vehicle configuration tool that brings the best parts of the dealership experience online. Using realistic 3D computer graphics, dealers can guide new customers around every feature of a vehicle

model, providing consultation, advice and technical assistance to support the customer to select their final options. It blends the intimacy of the dealership and the convenience of an online configurator, enabling the customer to join the session remotely, on any device. As both parties access the same visual content, the customer can interact with and experience the car while the dealer configures it via a more detailed interface. At the end, the customer can buy or reserve the vehicle, and the dealer is able to generate and send the customer a personalised digital brochure that features their exact configured car. ZeroLight can also scale, and simplify the production of high-quality image and video assets for dealers to promote their stock on websites, social media or when contacting customers directly.

www.zerolight.com



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 dealers.carwow.co.uk

September 2021: 21% of carwow sales reported by dealers were for Battery Electric Vehicles vs. the market average of 15.2% of new car registrations according to SMMT data.





ISTOCK.COM/NICOLINNO



ELECTRONIC DOCUMENT MANAGEMENT SYSTEMS

Arena Group – mstore

Arena Group's 'mstore for automotive' digitises dealership operations including deal files, service, HR and affinity schemes replacing paper-based processes and improving security, efficiency, flexibility and compliance. The system, currently operational in more than 150 dealerships, reduces paperwork and filing and creates effective and fast audit trails while providing real-time information, improving monitoring, control and decision-making. The system also integrates with the DMS and other systems. Results from Vertu Motors include a 30% reduction in administration and an estimated £50,000 savings in paper and print every year. Overall, the group achieved an ROI of 1,400% in the second year of utilising the system. The platform can be customised to specific manufacturer and dealership needs and ensures compliance with GDPR and FCA regulation.

<https://www.arenagroup.net/expertise/automotive/>

CMS Software

Converting paperwork to a digital format allows documents to be stored securely and retrieved readily with the CMS Software document management software, Textstor. As well as reducing storage space and boosting efficiency, Textstor protects against disasters such as fire or flooding and improves security with controlled access to sensitive documents. PDF, TIFF and other document formats can be stored electronically with indexing and retrieval easily undertaken using customer-defined search criteria. Other features include scanning remotely for document capture and distribution; automated data capture from documents received, such as purchase invoices and despatch notes; barcode capture for indexing and retrieval; forms processing and OCR and ICR character recognition, including hand-written characters.

<https://www.cmssoftware.co.uk/solutions/document-management/>

MotorDocs

MotorDocs provides cloud-based documentation management, document sharing and signing plat-

forms for sales and aftersales, providing a fully audited digital trail, storage and retrieval facility. Tackling paper-heavy post-sale documentation – which can consist of up to 70 different documents – iDealFile facilitates a more efficient sales process with timings typically between two and four hours per deal file, together with cash savings of at least £4 per deal file as a result of reduced print, paper, storage and retrieval costs. All documentation related to vehicle service and repair can be managed and stored by iServiceFile. Secure file sharing and signing platform iShare allows multiple documents and action requests to be shared via one email link. Designed specifically for the automotive sector, its systems utilise Microsoft's ISO 27001 accredited Azure platform.

www.motordocs.co.uk

Real World Analytics

Real World Analytics (RWA) has built a secure cloud-based business intelligence (BI) solution specifically for franchised dealer groups to manage their whole business. By bringing all their data together and delivering actionable insights to different levels in the business,

Multiplatform Marketing at your fingertips with VoiceBox

A solution developed specifically for the automotive sector

Designed for dealers

It's been an extraordinarily turbulent time for dealers over the past 18 months. Showrooms closed, staff on furlough, a rise in online enquiries, and now an unprecedented shortage of retail-ready stock. Retailers have been faced with two choices for managing enquiries: stick to what's familiar or try something new. Those willing to experiment with the latest digital solutions are currently realising significant benefits for their sales staff and their bottom line.

Many customer contact systems offer 'plug in and play' solutions which work on the presumption that all customers can be managed in the same way, no matter what product or service they are buying. Marketing Delivery looks at it another way – automotive customers are committing to one of the largest purchases of their life and want to feel nurtured and confident in that decision. This is why their VoiceBox and LeadBox tools are proving invaluable for dealers who are keen to do things differently.

One platform, multiple streams

The key reason why Marketing Delivery's digital tools are so effective is because they are developed specifically for the automotive sector with dealers and customers in mind. With VoiceBox, prospects can be nurtured alongside returning customers and test drives can be booked alongside servicing. What's vital is the ongoing relationship between dealer and customer, and Marketing Delivery's bespoke software fuels these positive interactions.

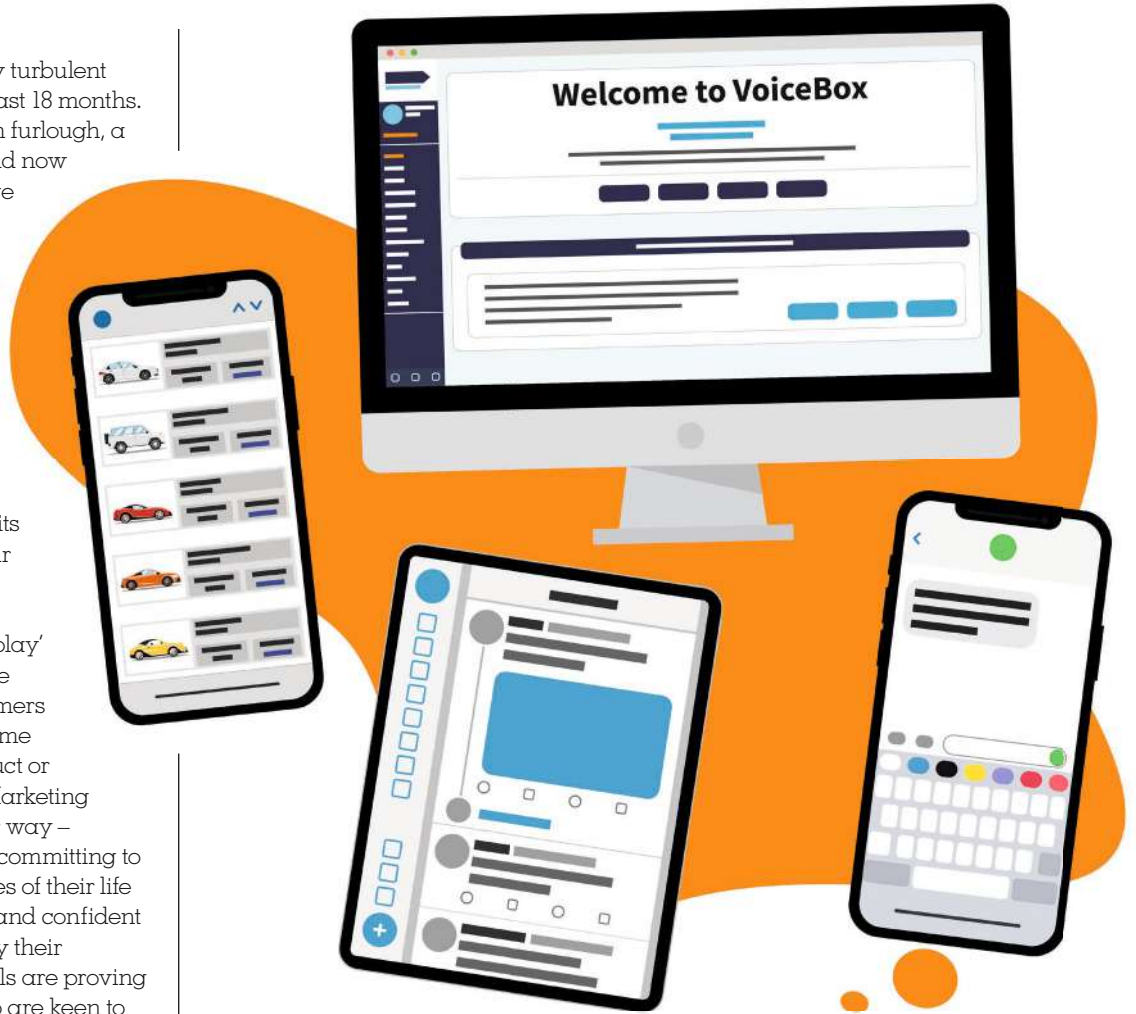
Joined-up thinking

VoiceBox can manage a new sales campaign, automatically emailing relevant customers who have opted into such contact and then communicate with LeadBox to generate a list of phone numbers for those specific customers who clicked on the email. Customers can then receive a follow-up phone call from the dealer or their contact centre to discuss their requirements, with all interactions logged and visible in one place.

This omni-channel approach allows

dealers or contact centres to uniquely manage sales and service via the same portal and, thanks to Keyloop integration, any changes can be fed directly back into the dealer DMS. Such a progressive approach to customer care focuses on the customer journey rather than the singular business reason for the contact.

Car retailers can contact Marketing Delivery for a free, no-obligation guide to setting up eCRM tools via www.marketingdelivery.co.uk or by calling +44 (0)1892 599917.



For more information **T:** 01892 599 917

W: marketingdelivery.co.uk **E:** get.in.touch@marketingdelivery.co.uk

Marketing Delivery

DATA DRIVEN MARKETING

Marketing Delivery

DATA DRIVEN MARKETING



We've Reimagined Lead Management

LeadBox is a customer and prospect contact portal designed specifically for the automotive industry.



LeadBox brings together data from websites, 3rd parties and your DMS - generating “call pots” for service reminders, new leads and following up sales campaigns.

Contact us to learn how LeadBox could help you manage lead response times and improve aftersales retention.

T: 01892 599 917 **W:** marketingdelivery.co.uk
E: get.in.touch@marketingdelivery.co.uk

Everyone has the right information at the right time to do their job efficiently. The management will be presented with executive dashboards where they can drill down to the necessary details. Managers in the branches get reports such as daily operating controls delivered to them automatically so they can action issues on the spot. RWA provides unique modules for sales of new and used vehicles, stock management for vehicle & parts, aftersales service and management accounts. RWA's BI solution is now integrated with the AutoTrader's Accelerator programme, helping dealers to correctly price their used cars stock based on the desirability.

www.realworldanalytics.com/sectors/automotive/

EV CHARGERS AND INFRASTRUCTURE

BP Pulse

BP Pulse is the UK's only fully integrated, end-to-end manufacturer and operator of charging infrastructure. The official partner for several manufacturers, BP Pulse installs EV charging units and operates the UK's largest public charging network. Providing free standard installation and aftercare for homes, workplaces and in public places, BP Pulse also provides a three-year warranty. The BP Pulse network of public charging units consists of more than 8,000 points, and motorists can pay a subscription or pay to use when required. Public charging units are also being installed on BP forecourts.

<https://bppulse.com/>

IONITY

IONITY is building a high-power charging (HPC) network for EVs to develop the infrastructure across Europe to accommodate long-distance EV motoring with a charging capacity of up to 350 kW. The IONITY high power charging network uses the leading European charging standard CCS (Combined Charging System) and is sourced by 100% renewable energy. With an HQ in Munich, IONITY was founded in 2017 and is a joint venture by BMW Group, Mercedes Benz AG, Ford Motor Company, Hyundai Motor Group and the Volkswagen Group with Audi and Porsche. Motorists can pay via smartphone, or by scanning the station's QR code and using a payment card or via a contract with a mobility service provider (MSP).

<https://ionity.eu/en>

Instavolt

Instavolt is currently installing its fastest charger units yet, which can add over 100 miles of range in just 15 minutes, with 10 already in operation. The new units allow two cars to be charged at once. The network currently consists of more than 600 rapid EV chargers at locations such as McDonald's, KFC and Costa Coffee, and the company has plans to grow that to 5,000 by 2025. With payment choice via its app or simply contactless, Instavolt maintains its commitment to ensuring its network is as easy to use as possible.

<https://instavolt.co.uk/>

Pod Point

Pod Point manufactures and installs smart charging units and enables access to more than 5,200 charging bays, at a variety of locations including major supermarket chains and Center Parcs, through its app. Pod Point has sold more than 100,000 charging points in the UK and Norway. Providing a home installation service for a number of brands including Audi, Nissan, Volkswagen and Hyundai, Pod Point also partners with developers such as Barratt Homes and Bellway.

<https://pod-point.com/>

Tritium

Delivering DC fast charging solutions for EVs, Australian technology company Tritium's 50kW chargers resemble state-of-the-art petrol pumps with interactive interfaces. It was the first company in the world to implement Plug and Charge (ISO 15118), which enables EVs and charging equipment to communicate, authenticate and transact via the charging cable.

<https://tritiumcharging.com/>

Zap-Map

EV charging point mapping and data specialist Zap-Map allows users to pinpoint more than 24,000 charge points across the UK in almost 16,000 public locations. The tools available to customers include an interactive charge point



Reputation



The World's Leading
Reputation Experience
Management Platform

The Reputation Experience Management Platform That Needs No Introduction

Reputation is the creator of the Reputation Experience Management category. Founded in 2006, we've grown to become the #1 reputation platform for automotive. Customers are doing their research before getting in touch, the customer journey starts before they even interact with you, and once a brand understands this, it's the first step towards success.

The Reputation platform is the most comprehensive reputation and CX platform available today. Over one third of all UK and US dealerships use Reputation, and that's something we certainly don't take for granted.



Comprehensive & Connected

From Reviews to Surveys to Social to Business Listings, the Reputation platform helps companies anticipate business needs and customer concerns.

Action-Oriented

Find out how you're doing. Our platform provides prescriptive recommendations with clear actions to get better and track your progress.

Flexible and Open

Our data, your way. Create customised views and reports to find out what matters most. Plus, import other data from other sources so you can see everything in one place.

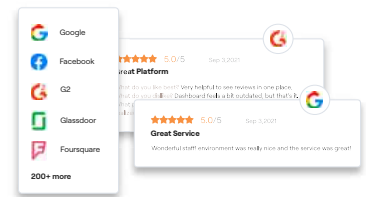
Did you know?

More than two-thirds of consumers lose trust in a business when its listings are inaccurate and there isn't an effective strategy for brand reputation management.

Your Entire Online Reputation In One Place

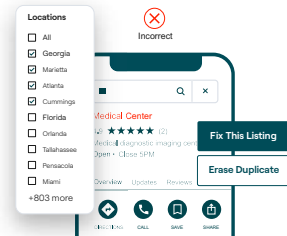
1 Monitor & Respond to Reviews

We were the first, and are still the best at comprehensive review management. Monitor your reviews, request reviews, respond to reviews, and analyse them too: All in one place, with functionality unique to Reputation.



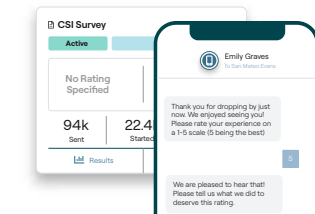
2 Get Found Where It Matters

Business listings matter. It's where the majority of the customer journeys start online. Guarantee accuracy across all of your business listings using the Reputation platform, and enjoy higher conversion rates.



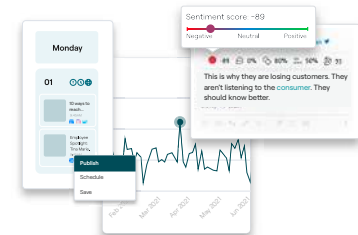
3 Truly Understand Your Customers

Fans aren't made in a day. Get to know your customers in depth, without having to hire new staff or schedule days off to do it. Our next generation surveys get you more responses, turn sentiment into action and help you amplify your feedback where it matters most.



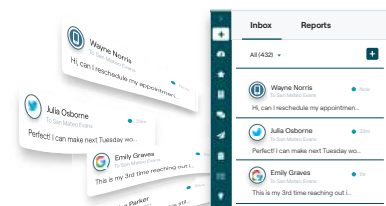
4 Get Your Dealerships Social

The social media management software that makes it easy to manage and post to social channels, analyse sentiment and understand analytics across teams and locations. Enjoy world class social listening, and understand customer sentiment.



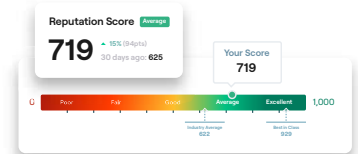
5 Text More. Talk Less

Win sales and loyalty from your customers without picking up the phone. Chat with customers and potential buyers via SMS, Facebook Messenger, Google Business Messages and more. Did you know that 70% of consumers prefer to make initial contact via live messaging?



6 Reputation Score: The Complete CX Metric

Reputation Score is the only metric that goes beyond ratings & reviews to give the most-detailed view of what people say, feel and think about a business.



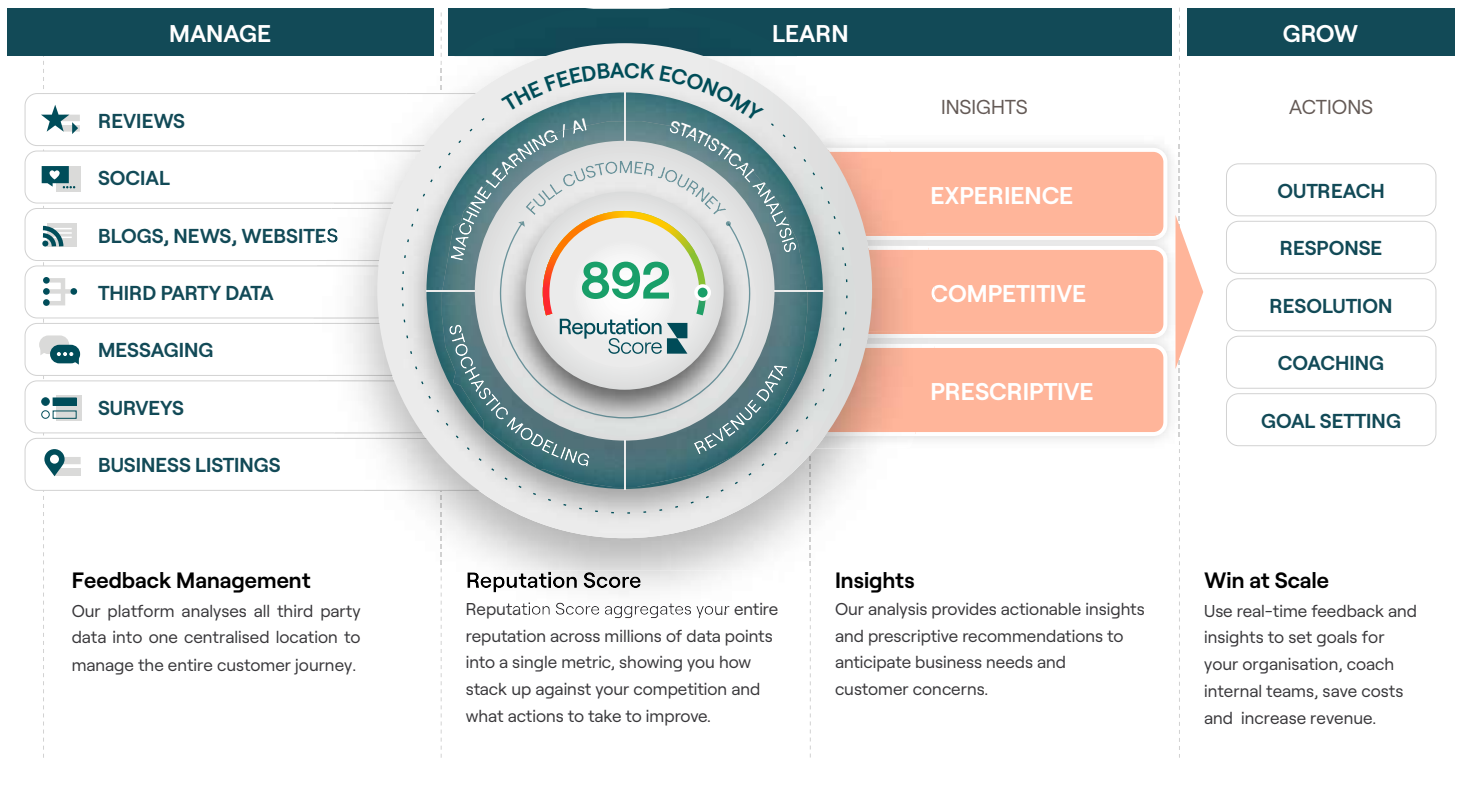
7 Your Entire Customer Journey, In One Place

From being the original Online Reputation Management platform back in 2006, to being the most comprehensive Reputation Management & CX platform in 2021, we're the go-to platform for a reason. Manage your entire customer journey from one platform, with ease.



A World of Interactions Demands a Platform of Action!

From Reviews to Surveys to Social to Business Listings, the Reputation platform pulls all of your business feedback into one platform and creates one tool for all the metrics that matter most to you.



“In my opinion, the Reputation platform offers the best solution out there. The platform is great, easy to use, and I really like the modular approach. Our dealers have the power to respond and influence customers’ opinions in real time, from within the Reputation platform.”

David Hart

Customer Experience Manager, Kia Motors UK



Request a Demo

E: emea-info@reputation.com

T: 0800 066 4781



ISTOCK.COM/ARENENKO

map and calculators for home and public charging, as well as journey costs and car tax information. Zap-Map has recently partnered with Lookers, enabling its customers to access its interactive software to identify charging locations around the UK for free. Zap-Map has mapped more than 95% of public charge points and around 70% of charge points showing live availability status. Its Zap-Pay app also gives EV drivers pay-as-you go access to charge networks, including Osprey (formerly Engenie), ESB EV solutions and on-street charging provider char.gy.
<https://www.zap-map.com/>

≡ F

FINANCE PROPOSAL PLATFORMS

Codeweavers

Acquired by Cox Automotive earlier this year, Codeweavers works with both car manufacturers and retailers to provide commerce solutions and finance software. It offers a suite of solutions that support online digital retail services for vehicle manufacturers, dealers and lenders and also offers omni-channel solutions including new car

stock locators, finance calculators, finance application, checkout and e-signing. Codeweavers partnered Volvo Cars UK to build and integrate a full eRetail journey into the brand's website, enabling customers to reserve and purchase their chosen car online with the purchase process fully managed by Volvo through custom-built customer portal.
<https://codeweavers.net/>

DealTrak

Connecting all elements of F&I in the automotive sector, DealTrak links dealers, lenders, brokers and insurance providers. Part of the AutoProtect group, it enables dealers to manage its entire F&I process including managing customers, access to finance providers and AutoProtect insurance and warranty products and data insights. Dealers can view multiple lenders and packages on one screen, utilise the soft search facility to increase the likelihood of first acceptance of proposals and prompts for missing information for a more efficient proposal submission. DealTrak currently incorporates 65 lenders integrated into its platform which accepts four million transactions each year.
<https://www.dealtrak.co.uk/>

≡ I

IT, CONNECTIVITY AND TELECOMS SYSTEMS

Node4

Node4 offers connectivity, cloud storage, data, collaboration and security while its end-to-end infrastructure enables an agile response. Reliability is assured since it owns its own data centres, the core network, cloud infrastructure, and its solutions portfolio that sits across them. Node4 offers a hybrid approach combining the capabilities of Azure with its own UK-based data centres. Having launched in 2004, Node4 has clocked up a wide range of accolades and certifications including Microsoft Azure Expert MSP status, awarded in March this year, one of only nine UK organisations to receive this accreditation.
<https://www.node4.co.uk/>

Optimising IT

Offering out-sourced and co-sourced IT services, Optimising IT provides everything from fully managed IT services to one-off support packages incorporating a range of services including consultancy, staff training, cyber security



C testing and network compliance checks. Managed IT services include desktop support, network management, infrastructure optimisation, software licence purchase and system upgrades. As a fully-certified Microsoft Gold Partner, Optimising IT provides 365 services to enable businesses to take advantage of Microsoft's cloud platform. Its consultancy service ensures businesses' IT remains up to date, efficient and cost-effective, and advises companies on IT investment and development. Clients include luxury car group HR Owen.
<https://www.optimisingit.co.uk/>

RDS Global

IT, technology and cyber security company RDS Global's managed support services range from software licence management to full-scale infrastructure support, using a subscription-based model. Cyber security services include awareness training, data protection consultancy and fully-managed cyber security solutions. RDS Global also offers high-performance phone systems and internet connectivity with on-going support services. Currently supporting more than 4,000 users in more than 200 locations, RDS Global specialises in supporting multi-location businesses with multiple users. Founded in 1997 from the IT department of a Derby-based automotive dealer, the company offered managed IT to the UK automotive sector but soon expanded its reach to other sectors as well as increasing its services to incorporate digital access control, CCTV and telecoms. It launched its own BlackBox cloud-based product in 2019 to provide centralised data management.
<https://rds-global.com/>

Vapour Cloud

Vapour Cloud devises and delivers secure voice, video, connectivity and storage solutions. Its clients include JCT600, including overseeing an overhaul of its telecoms infrastructure with a £1m investment connecting 50 sites with a cloud-based voice solution – resulting in a rise of salesperson availability from 65% to 95% and enabling the

business to adapt to COVID restrictions with minimal customer impact. Its services include Technology-as-a-Service (TaaS) providing the latest workplace hardware and software, on a flexible lease; cloud security including for home-workers; application performance management; Robotic Process Automation (RPA); Business Intelligence (BI) or data analytics; and, as a Microsoft Cloud Solution Provider (Microsoft MSP), a host of Microsoft services.
<https://www.vapourcloud.com/>

Oracle

Computer giant Oracle supports OEMs with a range of open cloud solutions from software to platforms in order to support integrated business planning. Oracle supports OEMs in time to market, optimises delivery processes and integrates marketing, sales and service operations to maximise the customer's brand experience. Oracle technology connects OEMs, suppliers, dealers, distributors, partners, customers, providing a single data thread linking the initial design concept through to final assembly, the sale and vehicle ownership.
www.oracle.com/industries/automotive/oem.html

LEAD MANAGEMENT SOLUTIONS

Contact Advantage

Part of Reynolds and Reynolds, one of the world's largest suppliers of automotive software, the Contact Advantage system manages sales information and stock, and recovers lost sales communications with the customer by e-mail, SMS, WAP or the web. Its Claro application is a cloud-based, multi-device solution for automotive retailers. Integrated bi-directionally with several UK CRM and DMS providers, data is shared across two platforms, in a way that is entirely invisible to the

end user. Integrations include automotive suppliers such as CitNOW, Marketing Delivery, Bluesky, JudgeService and GForces.
<https://www.contact-advantage.com/>

DealerWeb

Part of the CitNOW Group, Dealerweb was founded in 2003 and provides showroom management systems to help dealers sell more vehicles more profitably with exceptional customer satisfaction. A modular approach allows the software to be adapted to suit any sales process. Dealerweb's core product, Dealerweb Showroom, is modular and scalable, enabling sales departments to manage leads, configure vehicles, build customer orders, administer vehicle finance, and plan outbound marketing campaigns. The reporting facility provides a comprehensive, real-time analysis of productivity and profit levels. Dealerweb React is a web-based system and mobile app designed to capture 100% of web leads and ensure 100% response. It also incorporates Click to Call software enabling a direct call to the customer and integrated call recording. Dealerweb's tailor-made automotive sales and lead management systems helped 12,000 users manage three million leads last year and is in use at a number of automotive retail groups including Sinclair, Sytner Group, John Clark Motor Group, Citygate, JCT600 and Jardine Motors Group.
<https://www.dealerweb.org/>

eDynamix

By utilising its customer engagement platform, eDynamix enables dealers and OEMs to manage the customer journey from enquiry through to sales and aftersales. Its exsto omni-channel system provides a single overview of the customer improving efficiencies, oversights, and engagement. Enquiry Management is a module of exsto-Sales allowing sales executives to manage enquiries while providing sales managers with overviews and data insights. Enquiry Manage-



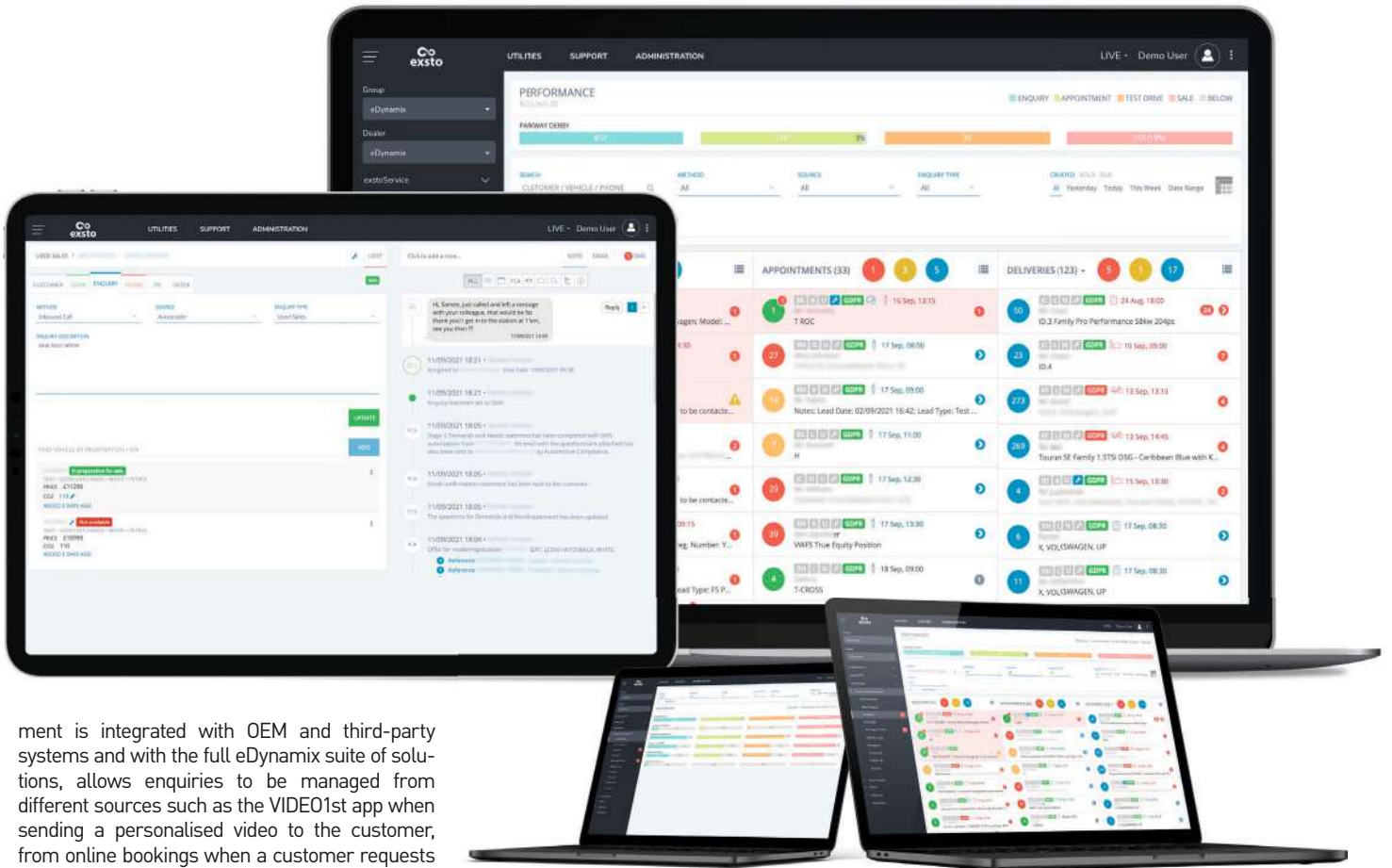
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RAPID RTC
keyloop

Reputation

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ment is integrated with OEM and third-party systems and with the full eDynamix suite of solutions, allows enquiries to be managed from different sources such as the VIDEO1st app when sending a personalised video to the customer, from online bookings when a customer requests a valuation, from CRM when the customer is identified as a potential sales lead and from Web Master when the customer enquiries about a vehicle. Enquiries can also be accepted from third-parties such as AutoTrader or manufacturers' own websites and then managed within the exsto-Sales platform. Two-way communications mean dealers and customers can send and receive emails and SMS messages.

<https://www.edynamix.com/>

enquiryMAX

The enquiryMAX automotive sales lead management system provides control and transparency of all dealership enquiries with the focus on active sales opportunities. Enquiries are captured from the outset and from multiple sources, and the process is managed through to sale. Working closely with individual dealerships, dealer groups and manufacturers, enquiryMAX follows a structured sales process and best practices. Solutions include its iPad app, which provides sales executives with easy access to wide ranging information such as vehicle stock, product video presentations and supporting point of sale material, allowing the enquiry process to start wherever the customer feels comfortable – rather than starting with their personal contact details. The company was acquired by Keyloop earlier this year.

<http://www.enquirymax.com/>

RAPID RTC

RAPID RTC is a multinational brand providing automotive manufacturers and retailers with B2B lead management and lead generation software, and was acquired by Keyloop earlier this year. Its communications platform offers Lead Manager, Live Dealer, Chat, Text and Social, aggregating digital engagement to deliver an omni-channel customer experience. Lead Manager collates digital leads from point of capture and distributes them to the best person to manage the enquiry in real time. Live Dealer connects active online customers with sales executives rather than simply capturing information for a later follow-up. RAPID RTC is headquartered in Winnipeg, Canada and is a provider of digital communication and lead management solutions to over 4,200 dealer sites and partners with many leading OEMs.

<https://rapidrtc.com/>

Autofutura

Autofutura is a global data management, lead management, loyalty and retention software business providing solutions for the automotive industry. Its lead management and retention solutions specialise in pricing, asset risk management, assimilation and analysis of large amounts of vehicle data for motor manufacturers, fleet oper-

ators, automotive finance and rental companies, with the benefit of significant time savings as well as transparent and auditable management reporting, which enables customers to make informed strategic decisions and to retain existing customers, acquire new customers and manage their business more effectively. Autofutura is a private company headquartered in the United Kingdom with offices in the UK and Germany, servicing customers in 20 countries.

<https://www.autofutura.com/>

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ONLINE VEHICLE RETAILING

iVendi

Founded in 2009, iVendi, based in Colwyn Bay, continues to evolve and develop its platform to facilitate online vehicle retailing. Working closely with the banking sector, OEMs and retailers, the iVendi platform manages online vehicle retailing spanning the vehicle purchase process from search through to financing, part exchange and purchase. In the year to March 21, iVendi helped UK car retailers facilitate £1.3 billion in vehicle sales with a record number of used vehicle sales having passed through iVendi's online





Self-Service Solutions for Ambitious Car Dealerships

Tjekvik increases efficiency and profitability for dealership after-sales by boosting customer satisfaction, reducing waiting times, and maximising added value sales

HOME "Online Check-In"

Improve Customer Satisfaction

Enable customers to Check-In on their own time before they reach your dealership.

INDOOR "Self-Service Kiosk"

Increase Efficiency and Sales

Provide a consistent and customisable experience with your digital colleague. Eliminate queues, increase revenue and boost customer satisfaction.

OUTDOOR "24/7 Service"

Secure Hardware Solution

Integrate our world-leading software and best practice setup with Tjekvik's own or your existing hardware for a more secure, profitable, and frictionless outdoor operation.

Advertising feature

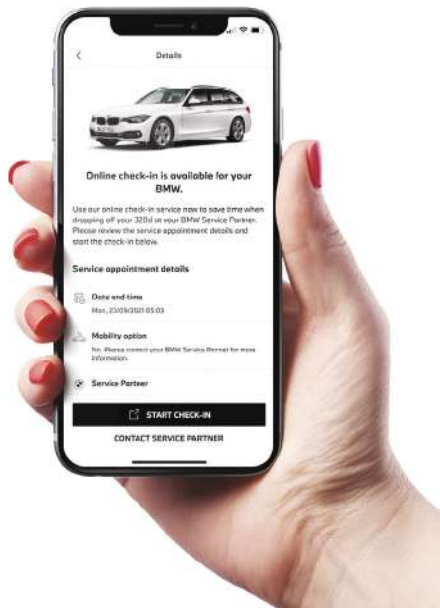
Digital solutions are not just 'nice to have' – they are a necessity!

'Digital hands' can deliver an immediate return on investment for dealers

Giving customers a digital choice is a must for the modern dealership. Operating in 21 markets in 20 languages, Tjekvik provides 'digital hands' – an innovative service reception software that allows a customer the choice to check in and out from home or at the dealership.

Using the Tjekvik software dealers create tailored customer journeys with dealer-specific added value items, questions and customer feedback on their service appointment. The dealer 'trains' the digital hands to deliver the service process consistently, freeing service advisors to provide high levels of service for customers that want or need personal engagement.

Tjekvik software guides the customer through the dealer set process on the customer's own device for home check-in, on the stylish in-dealership kiosk or through secure outdoor hardware for outside of normal hours check-in and out. Even where the customer requires personal service the dealer uses Tjekvik on a tablet to guide the check-in process and provide a consistent customer journey.



So far in 2021 30% of customers chose the Tjekvik check-in at home and 40% the in-dealer key drop, with more than 300,000 using the software – clearly demonstrating the desire of customers to interact digitally, even as Covid recedes.

Simple to create and update, the system allows dealers to flex the added value

items and questions for retail and fleet drivers, as well as for waiting customers. They can create specific customer journeys that reflect seasonality, current offers and promotions using the software for all customer types.

In the first eight months of 2021, UK customers using Tjekvik made 15,350 requests for service plans and selected £1.45m of added value items, an average of £1,876 per dealer per month. This demonstrates that 'digital hands' deliver an immediate return on investment for the dealer, driven by customer engagement and choice while providing convenience and safety at the same time.

Queue elimination works at both ends of the day extending the operating hours of the dealership. To the end of August, more than 25,500 customers used the Tjekvik check-out process and more than £1.3m was collected from customers paying online.

Further innovations continue with the integration of Tjekvik into the My BMW app. This enables BMW customers to receive reminders, check in their service appointment online and be notified when their vehicle is ready for collection.

DEALERS ARE DELIGHTED WITH THE 'DIGITAL HANDS' PROVIDED BY THE TJEKVIK SOFTWARE

'We have implemented Tjekvik across our business as the customer experience is excellent and flexible to reflect all the brands we represent. It delivers process efficiencies for our service teams and a return on our investment from the added value sales.'
Mike Thompson, Group Aftersales Director, Group1

'One of the key deciding factors for choosing Tjekvik was the connectivity provided into our DMS system which delivers an excellent customer experience for self check-in and out while delivering high levels of added value sales.'
Norman McKeown, Head of IT, LSH Auto





WIPE AWAY THE HASSLE OF **FINDING** AND **FINANCING** YOUR VEHICLES



FIND STOCK AND FINANCE - ALL IN ONE PLACE

Source your vehicles and finance your stock – all on one seamlessly integrated platform.

All the choice of a huge network of quality vehicles and vendors from 1link Trade Buyer, plus, all the power of V12 Vehicle Finance (V12VF) – helping you

find the right stock plan and support your cashflow.

Now together in one seamless package, you'll find stock buying simpler, faster and fuss free.

Save time. Save hassle. Move on.

DISCOVER MORE AT
FINDSTOCKANDFINANCE.COM

V12VF integration into 1link Trade Buyer creates seamless process for dealers

Debbie Fox,
Commercial Director, epyx



The option to buy used car and van stock using funding from V12 Vehicle Finance has been integrated into epyx's 1link Trade Buyer platform to create a seamless process for dealers.

Buyers will have the option to link their existing V12VF account or apply for stock funding with the finance specialist. Then, when they want to purchase, they can add the vehicle to their facility as part of the platform's normal online process and receive instant confirmation.

Launched in 2020, 1link Trade Buyer is used by a community of more than 3,500 franchise and independent vehicle retailers to buy stock from a number of major fleets including leading car and van leasing companies.

A soft launch to test the V12VF finance facility with a selected number of dealers has now completed and the integration has been made available to all dealers. During testing the option of using stock funding has proven to be popular, explained Debbie Fox, commercial director at epyx. She said: "The whole ethos of 1link Trade Buyer is to make it as easy as possible for dealers to find and acquire the stock that they need to make their business a success. Adding an integrated funding option builds on this approach.

"We have chosen to work with V12VF thanks to their track record in the sector and because we believe



that they share an overall corporate approach with epyx in terms of offering customers fast, effective, well-priced online products and

services. Working together, we have been able to integrate in a very clean manner, meaning that the option to buy using their finance is quick, easily and seamless.

"This is also part of a general digitalisation strategy that we have been pursuing in the wake of the pandemic, bringing added value to our platforms for dealers and other users."

David Nield, managing director at V12VF, added: "This partnership is an excellent way for 1link Trade Buyer users to be able to search for and finance the vehicles they want to retail through a fast and effective online process. The relative speed

and ease with which we were able to integrate our systems with epyx shows how alike our two companies are in terms of our commitment to creating seamless technological

processes that make life simpler for dealers.

"Since our launch in 2019, we have seen rapid growth by being very careful in choosing the companies with which we partner and we believe that this new collaboration will prove to be a valuable new addition to the channels through which we work."

Launched in 2019 and based in Solihull, V12 Vehicle Finance is part of secure Trust Bank and offers a comprehensive used vehicle proposition to dealers through a suite of products including stock funding and consumer motor finance.

To find out more visit

WWW.FINDSTOCKANDFINANCE.COM



ISTOCK.COM/RUDZHAN NAGIEV

platform in the pandemic year, representing actual sales of more than 120,000 cars, vans and motorcycles. iVendi produces over 100 billion quotes and around five million unique users access its platform each month. iVendi's product range incorporates Engage, its highly personalised vehicle locator; Convert, which encourages prospective buyers to take the next step by illustrating a vehicle's affordability such as monthly amount repayable; Transact is its e-commerce technology bridging the gap between the showroom and online sales process; and Connect links the consumer, the retailer and the lender.

<https://ivendi.com/>

GForces

GForces delivers automotive ecommerce solutions through its NetDirector® software platform, real-time programmatic marketing and intelligent digital infrastructures. It works with global vehicle manufacturers, the world's largest dealer groups and independent retailers throughout the UK, the Americas, Europe, APAC, MENA, the Far East and Australia. In addition to designing front end and back office online systems, the company also supports the full integration process, including the tech roll-out of their new online functionality and ensures best practice in terms of marketing, operational process, cultural change, insights, and reporting to ensure OEMs

and retailers can take full advantage of the rapidly changing automotive retail landscape. In 2019, 2,199 cars were purchased using GForces' platform; that number increased hugely in 2020 to 29,209 – worth over £500 million overall – while the number of car buyers looking at car model pages globally on GForces' NetDirector® Auto-e platform rose from 10.7m to 26.8m. GForces is forecasting to double the number of UK car transactions it will handle throughout 2021 to 58,000, before growing further to 72,000 in 2022.

<https://www.gforces.co.uk/>

Roadster

US e-commerce platform Roadster is designed to enable customers and dealers to bring together online and digital in any way a customer chooses. Products include showroom tools for sales executives who can offer different payment options while face-to-face with the customer and undertake valuations using mobile technology. Online, consumers can experience a fully interactive marketplace when using the dealer's website and build their own deals. Express Storefront automates every step of the purchase process; Express Store Live chats to customers providing extensive answers to queries and integrating with Express Storefront to allow dealers to build their own deals; Express Response is its lead engagement tool providing immediate responses to

internet enquiries; Express Trade captures the part-exchange vehicle information for fast valuations; and Express Marketplace enables customers to build their own deals which can be completed in Express Store or in the showroom.

<https://roadster.com/>

SilverBullet

Providing customer-facing e-commerce solutions for dealers, SilverBullet facilitates sales, servicing and parts transactions. Launched in 2018, SilverBullet enables dealers to manage their stock and handle the full new and used car sales journey, including finance applications and the end-to-end sales, purchase and delivery process. SilverBullet allows payments to be made incorporating online payment facilities such as Apple Pay and Google Pay, part-exchange valuations to be undertaken and finance applications direct to a dealer's panel of lenders to be submitted. Other tools include the ability to schedule the transactional flow to allow a customer to take delivery of their car at a time to suits them and the business, and 'e-sig' which allows the customer to create and sign the order form digitally. Following its partnership with Honcho, dealers using the SilverBullet platform are also able to offer insurance products to online car buyers at the point of sale.

<https://www.silverbullet.co.uk/>



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PRICING MANAGEMENT SYSTEMS

Aston Barclay

Aston Barclay operates from six auction centres and its physical infrastructure is supported by its digital solutions arm, offering the comprehensive, transparent, and multi-channel Cascade process covering all stages of the retail, sourcing, and disposal journey throughout the transition from retail to wholesale marketplaces. The process includes both business and consumer-facing appraisal applications, online performance management dashboards, disposal channel management and digital routes to market, including pricing insights and data collection. Its e-Xchange platform provides an online 24/7 bidding environment, and its price management services include flexible 'Buy Now' and 'Real Time' auction options. Its e-Valuate platform is an innovative and intuitive app which collates data and market insights to generate accurate purchase prices.

<https://cascadecars.astonbarclay.net/>

Auto Trader

Auto Trader is the UK and Ireland's largest digital automotive marketplace for new and used vehicles. Around 47,000 new listings come onto its platform each month. Each ad features five price indicators (Good, Great, Fair, High, and Low) and

offers potential buyers the chance to perform a basic vehicle check for free. In 2021, it launched its Guaranteed Part-Exchange and Instant Offer products. The former enables consumers to receive a guaranteed price for the PE, while the latter enables private owners to sell their vehicle at a guaranteed price. Auto Trader also offers data intelligence solutions (Retail Accelerator and Retail Check), allowing retailers to buy the right stock at the right price.

<https://plc.autotrader.co.uk/>

BCA

BCA sells more than a million vehicles every year, via 50 centres in 10 countries, and claims to be Europe's largest vehicle remarketing company. It supports a wide range of dealers, OEMs, leasing companies, contract hire companies and others to achieve the best residual value for their inventory, while offering the broadest choice of stock for their retail needs. Vehicles can either be remarketed online for a fixed price or via an online sales channel. From valets to SMART repairs, BCA offers an array of supporting services to help customers make the best return on their asset. Its My BCA dashboard offers one-stop access for all current data and information about your account.

<https://www.bca.co.uk/>

Cap HPI

Cap HPI calculates that its team of editors, who review and assess data, and identify trends and

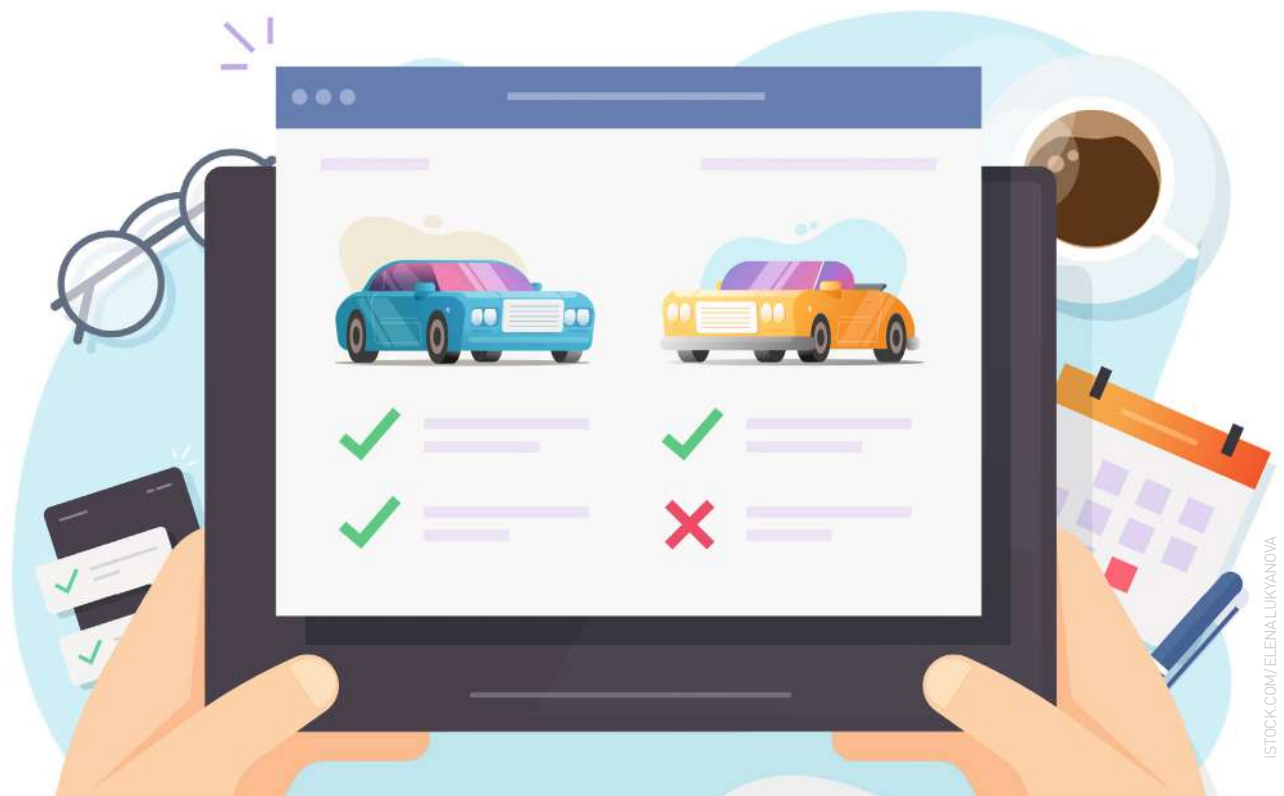
market movements, have more than 400 years of combined motor trade experience. Its award-winning Black Book Live is famed, but it also offers a comprehensive suite of powerful products, covering everything from instant one-off valuations to cost analysis covering an entire fleet. All its vehicle derivatives are accessible via a single platform, streamlining the research processes to save dealers or OEMs time and money. The Cap HPI team can also create bespoke packages to the requirements of individual customers, and black book +12 offers future forecasts for cars from new to five years' old.

<https://www.cap-hpi.com/solutions/valuations>

Glass's GlassNet Radar

Glass's GlassNet Radar allows dealers to compare asking prices for cars in their local market, using both trade valuations and live retail pricing. Its model is based upon data from some 8.6m trade adverts across the UK's leading advertising platforms, which account for roughly 80% of the market. The results of a search are presented in simple format, telling the dealer the live retail price and the average number of days that it is taking a model of that spec and mileage to sell. Camera icons can be used to view live adverts for any vehicle. GlassNet Radar also shows whether a vehicle's asking price is over-priced or under-priced versus the data in Glass's LIVE Retail.

<https://glass.co.uk/glassnet-free-trial-landing-page/>



Drive dealership success with the UK's most trusted provider of sales software



The retail automotive industry has shown itself to be resilient and highly effective over the last 18 months. Coupled with the latest technologies, dealers have adapted to provide a seamless journey for the customer, whether buying online or on the forecourt.

Dealerweb has invested in its people and technology ensuring they continue to lead the industry in lead, enquiry and showroom management. As a trusted and experienced partner, Dealerweb have put their customers' success at the heart of its business and enjoys strong and long-lasting relationships with dealers large and small as well as many OEM's.

Dealerweb's market leading Showroom platform is built on the very latest technology and deploys the features, useability and integrations you would expect given their vast experience in developing lead, enquiry and showroom solutions. The system is fully responsive and has been designed to work on mobile devices, including both Apple and Android, as well as traditional desktop and laptop machines, thus enabling users to maximise their interaction with customers. Showroom is modular and scalable, enabling all shapes and sizes of sales departments to

manage sales opportunities effortlessly and effectively. Ongoing customer contact is supported throughout the sales funnel, whilst integrations with a wide variety of other systems from DMS's and Compliance Providers to Finance Providers and electronic document management solutions, improve efficiency and saves costs. Reporting is a key strength of Dealerweb's with accurate, reliable, real time reports covering all aspects of sales activity and performance. The DOC module, Dealbooks, provides detailed and accurate profit reporting & F&I reporting, allowing a comprehensive, real-time analysis of the business, driving volume and profit improvement.

Dealerweb's React lead response tool is an innovative multi-platform system that captures 100% of leads from any digital source. It allows an immediate, personal, and professional response from the sales team, either by email or phone. Incoming lead notifications are sent to either a native

mobile app or by email and the 'fastest finger first' then picks up the lead and chooses the most appropriate response. We all know that incoming leads need to be responded to quickly and professionally, React is tailor made to make this as easy and effective as possible, and is proven to increase the conversion rates.

Combining Dealerweb React and Showroom provides the dealer with the most powerful, reliable and effective sales tool on the market today. Dealerweb provides full end to end visibility of the customer journey, from enquiry to conversion, maximising sales opportunities, whilst enhancing efficiency and ensuring regulatory compliance. With the sales process in one ecosystem and cutting-edge technology, levels of useability, functionality and integration, Dealerweb continues to lead the industry in helping dealers sell more vehicles, more profitably and with an exceptional customer experience.

If you would like a demonstration of how Dealerweb can help your dealership then visit www.dealerweb.org to book your demo.



All you
need
All in
one place



Dealerweb's suite of products lead the way in maximising sales opportunities, profitability and the customer experience, whilst seamlessly integrating with other key retailer systems.

Contact us now and find out how we can support you in selling more vehicles, more profitably and with an exceptional customer experience - **01392 247477 | dealerweb.org**

Cut through the software deluge to find a single solution that works

Reputation's centralised platform saves time and increases revenue

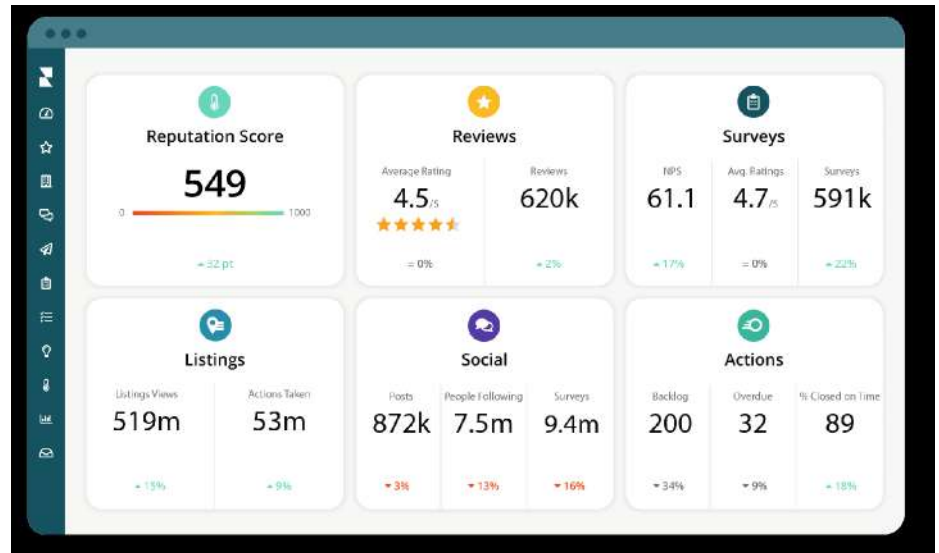
The market is awash with software and online platforms promising to enable automotive brands to enhance their customer experience and drive sales. However, too few of them actually streamline processes or put data where it's actionable, and there are even fewer platforms able to manage and optimise every step of the automotive customer journey.

All too often, marketing and CX leaders at automotive brands, unable to find the right tool to control data, are left floundering with multiple systems that don't integrate, clog up processes and cause their CX engines to misfire.

The Benefits of an Integrated CX Platform

A single, comprehensive software solution can deliver myriad benefits to automotive brands looking to turbo-charge their systems to offer customers a smoother ride at all points of the customer journey. Three of the main benefits of an all-in-one system are:

■ **Data clarity and consistency:** All businesses thrive on customer data, but today there is so much of it, including structured data from surveys and unstructured data from online reviews and social media. Harnessing numerous streams of data is extremely challenging, especially if it involves managing



multiple, unintegrated systems.

Reputation's comprehensive solution ensures that data is clear and consistent all along the customer journey regardless of the source of the data. Whether structured or unstructured, Reputation tames data and enables businesses to use it to fuel growth.

■ **Prioritisation:** With structured and unstructured data scattered across several platforms, knowing where to begin is a significant battle. Reputation's platform has prioritisation built-in so that CX and marketing teams can save time and channel their efforts to where they are needed most. Reputation's platform tells brands what's having the biggest impact on their overall digital reputation and CX by providing a single metric, Reputation Score, that is calibrated to revenue growth.

■ **Automation:** The automation provided by Reputation's software enables automotive brands to spend less time managing multiple systems and more time selling vehicles. Through Reputation, so much of the customer journey can be automated, including after-sales surveys and review requests, and even listening to what people say about your brand online.

An all-in-one solution

Reputation's scalable, all-in-one Reputation Experience Management (RXM) platform enables leading automotive brands, including BMW, Kia and Renault, to fuel a cycle of continuous improvement, increased engagement and higher revenues.

It's not just OEMs benefiting from Reputation's comprehensive solution. Top dealer groups across the world – one-third of UK and US dealer groups to be precise – choose Reputation to achieve more than 60 extra vehicle sales per year and a 10% increase in sales volume on average.

Fine-Tune Your CX

It's time your brand stopped fighting against a barrage of data. Reputation's centralised platform enables the right people to take the right action at the right time, saving time and increasing revenue in the process.

Want to find out more about how our integrated RXM platform can fuel growth at your automotive company? Get in touch with us via reputation.com or by emailing contact-uk@reputation.com (quoting 'AM').

Visit: reputation.com, call: 0800 066 4781
or email: contact-uk@reputation.com

 Reputation

The digital transformation

Every angle is covered to make life easier for dealers and buyers alike

Secure Valeting Group has invested in new technology to help dealerships accelerate the process of preparation and the marketing of their vehicle stock online.

Research has shown that buyers search online for their vehicle of choice first, then are willing to travel to visit the dealer selling it. Although car buying habits are beginning to return to pre-pandemic levels, buyers are still prompted by an online source to search for a car.

VEHICLE PREPARATION

SECURE's digital technology helps with functionality and efficiency and enables clients to upload vehicles quickly. The secure-online system also controls costs and provides management information relating to volume throughput and productivity, with a complete overview of the valeting operation available at all times.

MARKET LEADING TECHNOLOGY

SECURE's sister company Auto Imaging has developed an app for stock web video, personal handover with My Showroom, HD imaging with digital backdrops and the new progress chaser portal – all helping the speed to upload and market your vehicle stock (www.autoimaging.co.uk). Secure Valeting Group's new web-based technology makes booking vehicles for prep both a simple and effective solution.



ADDITIONAL SERVICES

From our original focus on contract valeting, SECURE has evolved over the last 20 years and we now offer a range of additional services to motor retail,

fleet, auction, re-marketing and car rental industries. Our unique franchise arrangement with valeting staff is compliant with IR35 tax legislation and means that our clients can be confident that SECURE will meet all of the legal obligations relating to current law and H&S requirements.

IN HOUSE OR OUTSOURCING?

You can reduce your staffing and equipment costs by outsourcing vehicle preparation to a specialist such as Secure Valeting Group. Flexibility of labour is also one of the greatest benefits we can offer. With more than 1,200 operators and 400 clients across the UK, our large volume sites in retail, fleet and auction give us great access to additional resource. Our mobile units also help with the many peaks and troughs faced by the motor industry.

VALET VIDEO WEB

The benefits of one company that can offer a range of services is important for the following reasons. No fixed overheads, chemical and equipment supply, flexible resources, user-friendly software, management of recruitment and cost controls through efficient workflows.

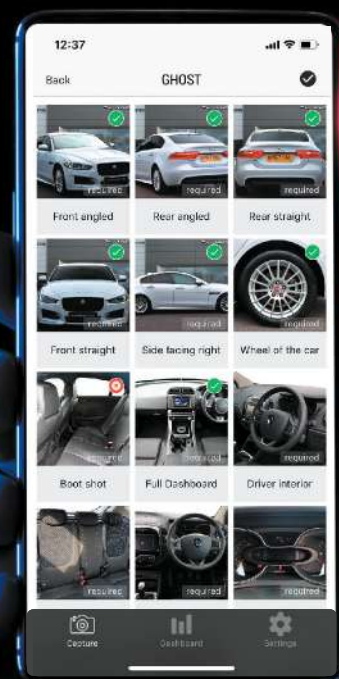
Your options of HD imaging, video, backdrops, My Showroom and asset management dashboard are all available – the choice is yours.



Are you struggling to get your vehicle stock online quick enough?

DIGITAL TRANSFORMATION

*Helping dealerships accelerate
the process of preparing and
marketing their vehicle stock.*



C about their brand-building strategies. Employees can also share curated content across their own social networks.
<https://sproutsocial.com/>

TweetDeck

TweetDeck allows users to manage multiple Twitter accounts for free via a browser, with notifications, live streaming and much more. The user interface is a series of columns which can be set up to display anything from mentions, messages, and lists, to trending topics, favourites, and hashtags. The columns can also be easily filtered to include (or exclude) any words or topics. Tweets can be posted automatically or scheduled for later. Additional accounts can also be added very simply from the same single interface. Searching for content by location, sector, authors, or topic is equally easy, and users can tweak their preferences to enable sound, notifications, and the preview size of media.

<https://tweetdeck.twitter.com/>

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SECURITY AND CYBER SECURITY

Assa Abloy

Assa Abloy dominates the international market for access controls and specialises in both mechanical and electro-mechanical solutions. RFID (radio-frequency identification) tags can be used to identify vehicles and their location, and provide data on both times of use and distances driven. Tags and other physical, electronic, online, offline or wireless products and services can be used to secure access to offices, warehouses and the entrance to vehicle storage areas. Access can also be restricted to named individuals. Its systems can be integrated into existing electronic access systems, bespoke cloud-based access control systems can be designed and doors can even be opened by a customer's smart watch.

<https://www.assaabloy.com/group/en/about-us/our-solutions>

Bosch Perfectly Keyless

Bosch Mobility Solutions devised its Perfectly Keyless system to allow drivers passive access, so they can lock, unlock and start their vehicle through a digital key on their mobile. Registered drivers can grant other users access to the vehicle remotely; the authorisation can be set up with limits on time and location and a digital key will be sent to them from the cloud. A user's phone connects with their vehicle when it comes into communication range, and as the phone then enters the unlocking zone, the vehicle automatically unlocks. Personal settings, such as the position of the mirror and driver's seat, are also then triggered.

<https://www.bosch-mobility-solutions.com/en/solutions/software-and-services/perfectly-keyless/>



CCKeys

CCKeys says it has become the UK's leading manufacturer of key storage systems and specialises in the automotive sector. Its key manager solutions use proven technology, but are all bespoke. CCKeys says most cases of reported vehicle theft from dealers involve the use of an ignition key which was either left in a vehicle, or in an unsecured area elsewhere on the premises. Its solutions include key manager boards and security cabinets, but it also offers a secure holder designed for trade plates, which can only be opened by authorised staff, requires an 'access peg' for the plates to be released and then tracks anyone who has the plates.

<https://www.cckkeys.com/>

Farsight

Farsight offers remote monitoring services, providing cover for showrooms, repair centres, servicing garages and forecourts, and works with three of the UK's largest dealership groups. When alarms at a customer's site are triggered, images from the nearest camera are then viewed from the group's remote response centre in real time. All footage recorded at a site can be provided for the previous 35 days, free of charge. Farsight's security systems can be live 24/7, or automatically switched on at the end of the working day. If a risk is identified, the emergency services and the client

are contacted, and audio warnings sent to the intruder(s) by on-site loudspeakers.

www.farsight.co.uk/sectors/commercial/car-dealership

Keytracker

Keytracker says it has been the leading provider of key management systems for the automotive industry for more than 20 years, and its products can be found in dealerships, depots, garages and vehicle workshops throughout the UK. Its automotive products include electronic and mechanical systems, key control software, lockers and a magnetic block system which identifies vehicles through a quick and simple process, and is designed for dealerships, body shops and accident repair centres. It also offers solutions which employ anti-tamper seals, and others based on RFID technology and advanced software. Keytracker says its high-security commercial key cabinets are the only ones with police approval

<https://www.keytracker.com/>

Paragon ID

Paragon ID is the leading European manufacturer of RFID labels for identification purposes and has years of expertise in the automotive industry. Typically, it will design high-frequency tags for close-range requirements, and ultra-high frequency ones where the reading distance will be

between one and 15 metres. Its labels are used for engine parts, vehicle interiors and exteriors, tyres, aftermarket uses and anti-counterfeiting. RFID solutions are particularly effective for when large numbers of vehicles need to be managed and maintained, and instantly locating vehicles in large car parks and dealership forecourts. Paragon also has a controlling interest in Apitrak, which specialises in real-time data-based location systems.

www.paragon-id.com/en/sectors/automotive

RoadPixel

RoadPixel is a specialist supplier of automatic number plate recognition (ANPR) software and related hardware. Its products include vehicle recognition systems, back-office systems, ANPR cameras, vehicle processors and video capture cards. Customers can use its apps to scan number plates against a database to open barriers, communicate with LED signs or send personalised messages to drivers. RoadPixel operates within Vaxtor Recognition Technologies, which built its success on world-class recognition software for optical characters and licence plates, has operations in the UK, US, Spain and Singapore, and is headquartered in Welwyn Garden City.

<https://www.vaxtor.com/>

Traka Automotive

Traka Automotive (a subsidiary of Assa Abloy) specialises in designing and manufacturing bespoke hardware and software solutions for dealerships, OEMs, valets and other customers needing to manage and protect keys, vehicles and other assets. Its software is set up to work across multiple locations from a single server, and inte-

grate directly with the best-selling dealer management systems to pull through vehicle records and eliminate repetitive data tasks for staff. Traka says its applications are designed to be 'light touch', so they can be introduced with minimal training. Its solutions are also created to deliver a solid and provable ROI for dealers and other customers.

<https://www.traka-automotive.com/en/site/traka-automotive/products/>

STOCK ACQUISITION AND TRADE-IN DISPOSAL

Aston Barclay Buyer App

The Aston Barclay Buyer App was developed to enable buyers who use mobile technology to connect seamlessly to its physical auctions. Vehicles can be inspected via video, stock can be searched for and fully examined, and bids can be placed in advance by proxy or 'live'. The app can update would-be buyers about stock which is going to auction on the same day and will also update them about similar stock at other auctions within the group. Specialist advisers are also present at each Aston Barclay branch if detailed guidance about the app's use is required. The e-Xchange wholesale online used vehicle trading platform which can be used 24/7 is also integrated into the app.

<https://www.astonbarclay.net/>

Autorola Marketplace

Autorola Marketplace claims to be the leading online remarketing channel for used vehicles in the professional trade, and has more than 10,000 vehicles on offer each day. Sellers range from fleet owners, small companies and dealers to

importers, manufacturers, and finance houses. It costs approved dealers £150 to sell via its auction site, and there are no fees if wholesale vehicles remain unsold. Sellers can set their own reserve prices, and can also sell on behalf of their customers, but only approved dealers can buy at the auctions. More than 1,000 dealers are in Autorola's UK network, and each auction runs from 10am to 3.30pm, which should mean a quick and efficient sale at the highest wholesale price.

<https://www.autorolagroup.com/business-units/marketplace/>

BCA Live Online

BCA Live Online allows buyers to access all its auctions remotely in real-time, whether they are taking place at its physical sites or online. Users can access reports of vehicles they are bidding for and see what fresh stock is coming forward. Live Online offers buyers the opportunity to place bids during auctions as they hear the auctioneer, or to place an automatic bid in advance. The software will then act as a virtual bidder during an auction, until the maximum amount you specified is reached. The system was designed to enable buyers to increase their productivity, by placing automatic bids on some vehicles, but then also taking part in live auctions to acquire others.

<https://www.bca.com/en/pl/menu/start/introduction/auctions/Live-Online/>

Carwow

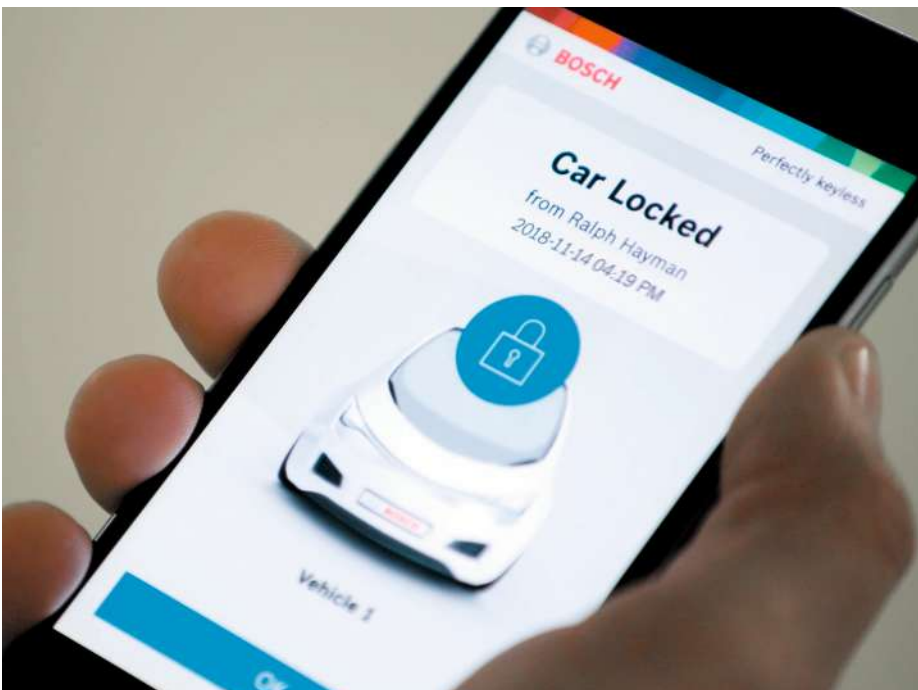
Since its acquisition of the used car buying platform Wizzle this summer, carwow now enables dealers to buy used cars direct from its 12.5 million users, of which typically 79% have a car to sell or part-exchange. With Wizzle integrated into the carwow customer experience, consumers can now get a valuation of their own car and list it for sale, complete with pictures, while configuring their next car. Dealers bid to buy the car for stock. Retailers can also use the AUTOi Trade online platform to buy and sell from/to other dealers.

<https://dealers.carwow.co.uk/>

Cooper Solutions' FullAppraisal

Cooper Solutions' FullAppraisal tool was created to allow sales teams to leave outdated paper-based processes behind and allow part-exchange assessments to be carried out by sophisticated digital technology. Decision-making is more consistent, the appraisal process is easily linked (for instance) through a dealership group which operates from multiple sites, and the software creates an informed audit trail. Up to 25 photos can be uploaded, and 'drag and drop' vehicle condition markers give greater accuracy. The tool also offers a comprehensive checklist of appraisal points to make the process more efficient, and offers greater transparency into the number and type of appraisals being carried out, improving the lead-to-sale conversion ratio.

<https://www.coopersolutions.co.uk/public/cooper-solutions-products/full-appraisal/>



Unlock Your Ultimate Level Used Car Profits.



As we experience the most dramatic shift in used car market in recent memory, Paul Keatley, Client Development Director at AutoTrader and John Hogan, Co-founder & CEO at Real World Analytics (RWA) talk about what has driven this shift, the power of collaboration and how RWA's new tool, PriceSmart, is producing even greater returns for customer.

Q: We've seen a huge amount of change in process and technology within the auto market in the last eighteen months. Can you outline for us what that journey has looked like with regard to car pricing and marketing?

Paul Keatley: It's clear that the market conditions are dynamic, and with regards to pricing the trends are unprecedented. According to our Retail Price Index data, prices are increasing at a rate of more than 20% year-on-year. To put that into context, this time last year, average prices were growing at around 5%, which was then an all-time record. This massive acceleration in price growth has been fuelled by the increasing imbalance of supply and demand levels.

There are many data points that need to be factored into decision making whether it be for pricing, stock management or consumer purchasing. For us the journey has meant our data products have evolved into real time API solutions that allow accurate vehicle data for consumer comparison and trust, supply & demand data tools as well as accurate to market vehicle valuations.

Q: The benefits of AutoTrader and the AutoTrader Accelerator tool are dramatic. So how does RWA PriceSmart help groups take things a step further?

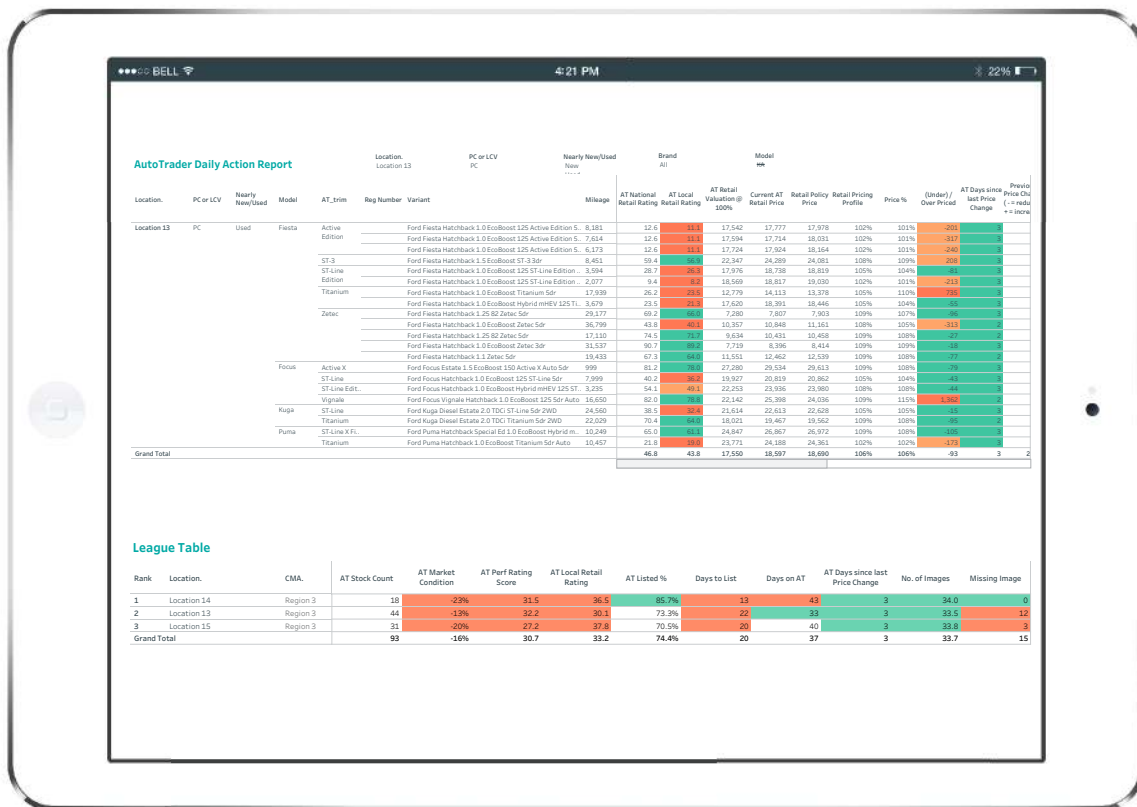
Paul Keatley: Utilising our API technology, RWA enables retail groups to customise their reporting and enhance decision making even further due to the flexibility of an API interface over software.

Q: Can you explain how the RWA's relationship with AutoTrader came about and where the idea for our PriceSmart integration tool came from?

John Hogan: One of our customers had a spreadsheet with their Recommended Retail prices based on a dynamic pricing policy overlaid on AutoTrader valuations but we could see that they were still exiting AutoTrader at less than 100% valuation because of inconsistencies on the implementation. We agreed to make this more actionable by pulling the AutoTrader data from their API and applying the appropriate algorithms and presenting a daily action report to each sales manager every morning in each branch. In addition, Head Office can see how well the policy is implemented in each branch with the help of League tables.

Q: In layman's terms what does this new solution offer groups?

John Hogan: The new solution allows dealer groups to sell at an average of 102-103% of the AutoTrader



valuation which is typically £300 extra margin per vehicle. It does this by applying a dynamic pricing policy algorithm based on the local Retail Rating of the car to give a recommended retail, any prices that are out of sync are automatically emailed to the Sales Manager in the branch each morning for action. In addition, changes to Retail Ratings & Valuations are tracked on a daily basis to alert the Senior Management team of any significant shifts in the market. By looking at exceptions only, a considerable amount of time is saved on the AutoTrader portal too.

Q: Pricing cars has always been a key skillset for auto sales managers and some of them will feel they have developed an expertise that can only be built up over years of work. What would you say to those people, and why should they consider bringing an external data tool into their business?

Paul Keatley: Data can't replace experience. But at a time when the market is moving so quickly, we consistently see that the most successful retailers on our platform utilise data to complement their experience to inform their pricing and forecourt strategies. The scale and accuracy of our data means

that retailers are able to monitor the market in near real-time and can adapt accordingly.

John Hogan: Completely agree with Paul that data can't replace experience, but computer algorithms are much more consistent than people. With this solution, customers are getting the best of both worlds where Sales managers can do their thing with the best information at their fingertips but also be prompted on those under-priced cars that leave a lot of money behind & overpriced cars that are damaging stockturn & ultimately margin.



Paul Keatley
Client Development Director
at AutoTrader



John Hogan
Co-founder & CEO at
Real World Analytics

If you would like to find out more about how RWA PriceSmart is providing dealer groups with the ability to increase their margins by an average of an extra £300 per vehicle, please get in touch with Real World Analytics at auto@realworldanalytics.com or call 0808 1890 617

Visit www.realworldanalytics.com



Transforming the way the automotive industry communicates

Using digital communication tools has never been more vital – or more beneficial

It's clear that digital platforms have become a more important part of the customer journey in recent times. In our 2020 survey 87% of motor retailers said they believe it's more important than ever to invest in digital communications. There are many ways CitNOW can support you with this.

VIDEO IS KING

Using video – recorded or live – allows sales teams to build direct relationships with prospective customers and effectively bridge the online to offline experience. Our research found that 79% of retailers valued video as their most important digital tool during 2020, for its role in maintaining customer contact and the ability to nurture sales.

We asked car buyers what they thought about the use of video for communicating with retailers and 41% of respondents said that they valued the personalised interaction above all other benefits. Video can quickly establish a rapport with the customer and present the vehicle and the salesperson in an engaging way.

INCREASING WORKSHOP EFFICIENCY

Our research found 41% of motorists are more likely to approve repair work if they receive a video explaining the work required. A video while the car is on the ramp really will save time and increase revenue – for example, more than 26% of work quoted alongside a CitNOW video is approved within 10 minutes of the customer receiving it.

And not to forget the opportunity with Amber work – something that is often overlooked, but can be an easy win. Anything flagged up as an 'amber' within the health check traffic light system can be followed up at a later date through CitNOW's Amber Follow-Up feature. It sends customers an automated email and copy of the health check video



on the date you specify – we've seen retailers increase their Amber work by as much as 86% by utilising this feature.

CAPTURING GREAT ONLINE ASSETS

As a result of the pandemic, we've seen many investing in digital communications and ecommerce. We found that 81% of retailers intend to further increase their focus for online sales as a result of their recent experiences. For this, exceptional online assets are a must!

With the majority of car buyers now starting their purchase journey online, competition in the online marketplace is fierce. It's important that as consumers cast their net wider, all your new and used stock is listed with high-quality imagery, video and 360° views – right from the moment it goes online.

PART EXCHANGES MADE EASY

76% of car retailers feel customer over-valuation is the biggest part exchange challenge they face. With CitNOW Group's part exchange appraisal tool



Tootle, you can simplify the process with an accurate appraisal and independent verification of the customer's valuation expectations. Furthermore, Tootle's integration with CitNOW Sales streamlines the customer journey from their enquiry follow up video to part exchange appraisal.

LOOKING TOWARDS THE FUTURE

One of the best things about working in the automotive industry is that it constantly forces us to learn and adapt. As customers increasingly return to the showroom, CitNOW is here to support your business in developing a hybrid approach to communicating with them. Our platforms help your customers start their purchase journey wherever and whenever they want, and help build trust and transparency that will ultimately improve the chances of customer retention and service work approval.

Epyx 1link Trade Buyer

A redesigned version of a platform used by 3,500 dealers to buy ex-fleet, rental and retail finance stock has been Epyx's most significant dealer technology launch of the past year. 1link Trade Buyer takes the place of the long-established dealer element of 1link Disposal Network. It allows dealers to easily identify the right stock at the right time for their buyers and advertise them across online sales channels quickly. Epyx is also adding integration with stock funding providers, helping dealers free up working capital. V12 Vehicle Finance is the first funding provider to join the platform. Enhancements in 1link Trade Buyer include advanced vehicle filtering with multi-pick selections and dynamic counts, updated vehicle summary and vehicle cards with more detailed service history and clearer data presentation, full screen imagery, key information indicators, a vehicle collection and delivery tracker, downloadable stock lists and image packs as well as offering a fully mobile-friendly buying experience.

<https://www.1linktradebuyer.co.uk/>

Manheim's eVA system

Manheim's eValuations & Appraisals system was developed to provide market-leading accuracy of valuations and consistent appraisals, and it says the process has been used almost 3.8m times during 2021. It calculates that a third of consumers walk away from a potential deal because of a disagreement on the valuation. Its eVA system allows customers to complete the appraisal process online and build their new deal while away from the active sales process, creating time for considered reflection which should potentially lead to more sales. Manheim uses both wholesale and retail data to deliver valuations, all guaranteed for seven days and which it is prepared to underwrite.

<https://www.manheim.co.uk/campaigns/eva>

V

VIDEO SYSTEMS

Auto Imaging

Part of Secure Group, Auto Imaging's suite of products complements a dealership's workflow, including automated videos, walkaround recordings and stock website videos. Personalised videos in response to enquiries can quickly be created with curated images or footage from its desktop suite, with video introductions from the sales person and a dealership overview added. It is integrated with major marketing portals.

<https://www.autoimaging.co.uk/>

AutosOnShow

AutosOnShow, which has operated within the BCA Group since 2014, develops easy-to-use video and imagery services for car dealers and OEMs, allowing them to simply display stock on their site and digital marketplaces by using an intuitive



mobile app. All content can be quickly and easily reviewed, and workshop videos and product images allow the aftersales process to be optimised. AutosOnShow specialises in software creation and has its own in-house development team. Its turntable solution delivers high-volume imaging and video products, and can be automatically uploaded, as can its dealer solution, a low-volume imaging and video product which includes built-in best practice guides.

<https://www.autosonshow.tv/>

CitNOW

CitNOW, which designs app-based video solutions for the automotive industry, allowing dealers, manufacturers, workshops, body-shops and other customers to create personalised content, has won an AM Supplier of the Year award for the second successive year. Established in 2008 to allow potential buyers to view vehicles without visiting showrooms, it now works with more than 40 OEMs. During COVID, it launched multiple new features – including enhanced Dolby-powered audio enhancement (Clarity) to remove back-

ground noise, automatic background replacement, a new screen-sharing platform (Desktop) to help replicate the in-showroom experience and moved its training academy online and made it free to access.

<https://www.citnow.com/>

Vehicle Vision

Vehicle Vision claims to be the only automotive video platform dedicated to advancing the brand reputations of its customers. Customers include family-owned businesses, franchised dealers and automotive OEMs, including Audi, Mitsubishi and Toyota. In September, Audi UK extended its contract with Vehicle Vision to provide its dealer network aftersales video solution (Audi Cam) for another three years. Its Assist solution is designed for customers, its Sales product was created to let dealers bring their showroom and forecourt to customers, and its Aftersales video software offers customers peace of mind by simplifying the repair process and increasing both conversions and satisfaction.

<https://www.vehicle-vision.com/>