The AM DEALER TECHNOLOGY GUIDE

ASTON BARCLAY
Vehicle Remarketing

# Connecting customers to cars by Unlocking Digital

Virtual Auction

Offer stock and source vehicles from any of our centres or from unique offsite locations in dedicated online only sales.

Vehicles can be added via data transfers and, unlike Timed Auctions, Virtual Auctions are auctioneer led with concurrent bidding on all vehicles loaded into the sale. These sales can still take place prior to vehicles being collected thus increasing cash flow and speed of sale.

Stock can be split by vehicle profile for repatriation by brand, age, grade or by a vendors used car criteria or can be multi make for a wider open buyer base.

Virtual Auctions can also be held off site at exclusive venues to build buyer engagement or for special dealer network events.
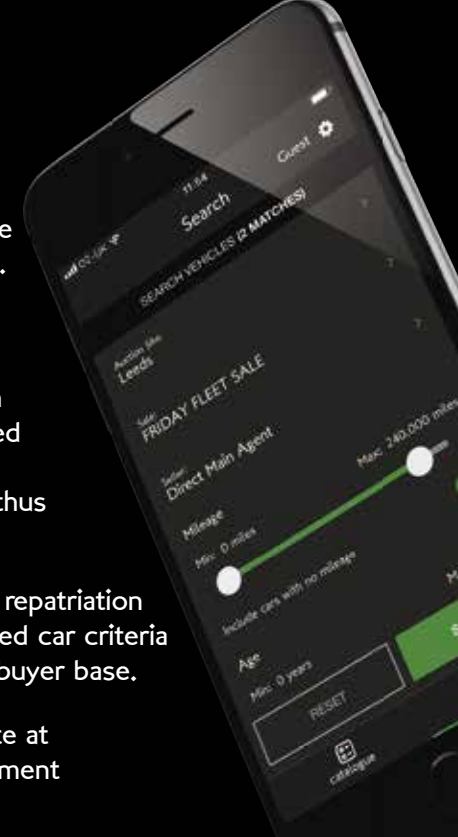
Aston Barclay LIVE

Aston Barclay LIVE supports all of our physical sales and creates real time interaction between the auction hall and the buyer.

Available on both desktop and mobile, Aston Barclay LIVE provides full vehicle details, 360° imagery and real time bidding.

A refreshed LIVE launched in Q3 2018 was developed in conjunction with buyers and sellers, unlocking new functions and delivering an enhanced experience. Proxy Bids can be placed until a vehicle is offered, multiple bid increments can be submitted to trump the competition and new vehicles detail sections and enhanced images create a truly transparent environment for complete piece of mind.

CONTENTS

Editor's welcome

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

Of course, tools and IT systems have long been part of the investment required to operate effectively within a manufacturer's retail network. But there has never been such desire for management information, for on-the-spot monitoring, for streamlining and automation, as there is at present.

With that in mind, we have selected some of the critical technologies that dealers can use in their businesses, whether at the front end or in back-of-house functions, for this first issue of the *AM* Dealer Technology Guide. I hope you will find it useful.

Tim Rose, editor, *AM*

Sponsor's welcome

BARCLAYS

We are delighted to be supporting the *AM* Dealer Technology Guide.

A seamless purchasing journey is essential to your customers, to you and to us. With this in mind, Barclays Partner Finance has launched a digital application process called Sign Anywhere. This makes it easy for customers to understand and review their finance agreements on any device, at a time that suits them, before signing up with just a click.

Sign Anywhere is seamlessly simple: Buy – Apply – Confirm – Sign. Better still, the easy-to-read, bite-sized information minimises scrolling, making for a more efficient customer journey.

Now customers will know exactly what they are signing up for – and you can be confident that you are delivering better customer outcomes.

Andy Sage, senior proposition manager, Barclays Partner Finance

Visit www.barclayspartnerfinance.com for more information.

Sponsor's welcome

ASTON BARCLAY
Vehicle Remarketing

Our philosophy is to bridge the gap between the physical auction and digital space by connecting buyers and sellers – to source and sell more used vehicles – by using digital technology such as apps, downloadable free to a smartphone or tablet.

Our technology ecosystem continues to evolve via online auctions and bidding platforms, and digital apps – helping to make buyers' and vendors' lives easier. Our acquisition of The Car Buying Group sees us move into the consumer market with its market-leading online valuation tool. This, combined with the introduction of our appraisal app, will enable customers to unlock the true valuation of their cars and provide another link in the supply chain.

The ultimate aim of our investment in new digital technologies is to meet the ever-changing needs of our customers. On that basis, we are proud to be associated with the Dealer Technology Guide.

For more information, visit www.astonbarclay.net

Neil Hodson, CEO, Aston Barclay

Sponsor's welcome

RAPID RTC

RAPID RTC is a multinational brand providing automotive manufacturers and retailers with cutting-edge B2B lead management and lead generation software. Serving more than 2,500 clients in multiple languages and countries, our core products include RAPID RTC Lead Manager and Chat. As a global tech company, we solely focus on improving businesses' digital lead management practices. Our brand promise – bring value to our clients by maximising their customers' experience across multiple digital communication channels. Our European headquarters are in London, with international offices in Paris, France; Winnipeg and Toronto, Canada; and Dallas, US. RAPID RTC is part of the DMT Group of companies, which was founded in 1996.

For more information on our products, visit rapidrtc.co.uk

Glen Demetrioff, president & CEO, RAPID RTC

Cyber-security – has the door been left wide open?

Don't fall victim to a cyber-attack – three ways to secure your business

As many as 61% of SMEs are hit by cyber-attacks every year. Automotive IT experts Optimising IT identify three common cyber-security breaches across the industry:

1 Offering a 'Guest' and 'Corporate' Wi-Fi login doesn't mean they are separate, potentially allowing 'Guest' users access to your confidential folders.

2 Physical security can often be overlooked. Your server room should emulate a bank vault – locked away in a windowless room with restricted access. Ensure customer records are secure, visitors to non-public areas are challenged and encrypt all devices in unsecured locations.

3 Your staff are the biggest chink in your armour when it comes to cyber-security, with more than 92% of malware delivered via email. You can put multiple locks on the door to protect your data, but without appropriate staff training on passwords, data-handling and identifying phishing emails, you may end up giving away the keys to the castle.

H.R. Owen raising the bar on cyber-security

H.R. Owen wanted to improve on its already high levels of cyber-security to ensure minimal risk to its customers, by having best practice in place for its data and systems.

Partnering with Optimising IT to review its current cyber-security practices resulted in a pragmatic, partnered approach. A detailed report was produced, providing best-practice recommendations and improvement activities, which H.R. Owen implemented and incorporated into its ongoing security strategy.

H.R.OWEN

CYBER SECURITY

proudly supported by OPTIMISING IT

Take control of your cyber-security today.
Call: 0330 403 0011 or visit: optimisingit.co.uk/AM

OPTIMISING IT

OPTIMISING IT

TRANSFORMING IT
FOR THE AUTOMOTIVE INDUSTRY

We partner with some of the UK's leading Motor Groups consulting and delivering:

- Fully managed IT services
- Smooth integration with existing IT teams
- Protection from cyber-security threats
- Cost effective connectivity and Wi-Fi across multiple sites
- IT Service Desks including Autoline and Key Reader support
- Elegant, future-proofed technology solutions

"As a consultative partner, Optimising IT are helping to shape the Network, IT Services and Security strategy to help underpin our ambitious growth strategy. They have taken time to understand our requirements and develop an IT strategy to meet those needs."

DANIEL TAYLOR, CHIEF FINANCIAL OFFICER
AUTORAMA UK LIMITED, THE COMPANY BEHIND MARKET LEADING VAN, CAR, INSURANCE, FLEET MANAGEMENT AND LEASING BRANDS; **VANARAMA AND MOTORAMA**

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0330 403 0011
contact@optimisingit.co.uk
www.optimisingit.co.uk/automotive

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AUTOMATED NUMBER PLATE RECOGNITION

Roadpixel

The RPX-SMARTCLIENT alerts reception as soon as a customer's vehicle arrives on site so they can be immediately welcomed in the car park and dealt with swiftly, reducing check-in and waiting time, and improving the overall customer experience. It can also help sales staff to identify if a vehicle needs an MOT or service, or is approaching the end of its contract term. Additionally, it enables dealers to monitor vehicles entering and leaving the site, for stock reordering and ensuring no vehicles are stolen.
www.roadpixel.com/anpr-car-dealership-security-system

AUTOMATED TYRE TREAD MONITORING

Sigmavision TreadReader

This compact and lightweight scanner is used to provide accurate tyre tread depths, identifying badly worn or uneven tyres, which can result in wheel misalignment or worn suspension. Quick and easy to use, its colour-coded 3D scans can be used for all tyre inspection applications in workshops, service centres, inspection lanes, commercial vehicle yards and at the roadside. The data collected can also be imported into any fleet management system and uploaded to TreadManager App, which generates a customer report on the health of their tyres to help dealers improve sales and service hours.
www.sigmavision.com/products/treadreader-hand-held/

Hunter Engineering

Quick Tread automatically measures tyre tread depth, analyses the data on site and displays results in a matter of seconds. Using Point Cloud measurement technology, it captures 280,000 data points across a two-inch segment of the tyre to produce a 3D image. The colour-coded results show good, marginal or bad treads and pick up rocks and stones embedded in the tyre. The HunterNet software can be used to store tread depth records, generate and analyse reports, and use customers' history to improve marketing efforts and servicing opportunities, as well as speeding up the inspection process and boosting technician productivity.
www.hunter.com/inspection/quick-tread

RAPID RTC

The Authority in Digital Lead Management.
Quality & Quantity without Compromise.

Through industry experience and innovation, RAPID RTC is dedicated to improving lead management practices across all digital communication touchpoints with our flagship products and services. Our technologies ensure the very best digital communication experience for both our clients and their prospective customers, which translates to quantifiable results on the very first day.

Where digital technology meets the physical auction

Our new platforms connect buyers and sellers, whether online or offline

Since June 2017, our philosophy has been to revolutionise traditional physical auctions by combining technology innovation with a first-class physical network and elite workforce.

At the heart of this revolution is our continued focus on our business to meet our customers' needs. Technology, including new online platforms and routes to market, is at the heart of this focus.

We are bridging the gap between the physical auction and digital space by connecting buyers and sellers – to source and sell more used vehicles – by using digital technology such as apps, downloadable free to a smartphone or tablet.

Our technology ecosystem includes:
LIVE our online bidding platform, which has increased usability for buyers who purchase vehicles via their desktops in physical and virtual auctions.
Buyer app enables used car managers to source, locate and bid on stock directly from their mobile devices.
Vendor app allows dealer vendors to run their sale proactively through the app, without having to attend the physical auction.
Virtual Auction our portal helps dealers to sell used cars from different locations, all in a single sale.

We recently acquired The Car Buying Group, which has developed a market-leading online valuation tool. This tool, combined with our appraisal app, enables customers to unlock the true valuation of their car.

To support our digital journey, we have appointed 'digital eagles' at each of our five sites, to support buyers and vendors in setting up and running the range of new technology we have introduced.

Our investment in new digital technologies, combined with the continued development of our physical auction infrastructure, will continue alongside that of our customers to ensure we continually meet their ever-changing needs.

For more information, visit www.astonbarclay.net, call 01245 450 700 or email info@astonbarclay.net

ASTON BARCLAY
Vehicle Remarketing

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CONSUMER FINANCE AND COMPLIANCE

Alphera Financial Services
Alphera Financial Services' e-signature platform for dealers enables customers to complete a car finance application away from the showroom. It allows buyers to take the time required to fully understand the application process and helps them make an informed decision.

With easy-to-understand terms and conditions, customers can quickly digest the information presented. The e-signature platform is part of a best-practice approach to sales. It can also deliver positive outcomes for customers buying a car on finance, increasing customer satisfaction and supporting a compliant sales process.
www.alphera.co.uk

Barclays Partner Finance
Barclays Partner Finance's new customer finance application system, Sign Anywhere, can be accessed by dealers on any device at any time, enabling customers to quickly and easily review finance product details and sign digitally. It integrates into existing dealer management systems (DMS) and supports multiple loan products. Its data accuracy reduces application issues and it provides customers with a clear understanding of the finance on offer so they can be confident the product is right for them before signing.
www.barclayspartnerfinance.com/home/business/sign-anywhere/

Black Horse
Black Horse's point-of-sale IT systems help dealers to make compliant finance applications and to ensure customers are provided with key information before they enter into an agreement.

The free Lets U Learn online learning platform for dealers covers the regulated process

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for Black Horse products and also five training modules covering relevant Financial Conduct Authority (FCA) consumer credit regulations.

Field teams also provide dealers with a dashboard, which tracks key performance metrics on a monthly basis, including product mix, pricing and remuneration, affordability, customer experience, complaints, early settlement and right of withdrawal statistics, highlighting changing trends and areas of concern. Other technologies include personalised welcome videos sent to customers by text when the agreement has been set up, outlining key information, and Black Horse 'Sign It', which enables dealers to authenticate and sign finance agreements online in a compliant and convenient manner.
www.blackhorse.co.uk/dealer/dealer-toolkit

Startline Motor Finance

Startline Motor Finance's e-agreement technology, which was launched late last year, provides dealers with a more flexible, transparent FCA-compliant approach to selling motor finance. It's halfway through the current phase of its IT strategy, having made significant investment in the technology and new decisioning software designed to process a higher percentage of customer finance and insurance applications automatically.
www.startlinemotorfinance.com

COURTESY CAR MANAGEMENT

DCML

DCM Connected tracks vehicles, enabling dealers to see what stock they have available in real time and to maximise their use. It also sends automatic alerts to inform the dealer when a vehicle needs maintenance or a repair, or incurs congestion or other charges, as well as if a vehicle is involved in an accident, enabling the dealer to be on hand to help the customer or to resolve any liability disputes.

The software rates driver behaviour, enabling the dealer to make an informed choice of subsequent

vehicle loans, for each of which it generates an auditable record. The DCM Connected App also ensures a quicker and smoother handover and return process.
www.dcml.co.uk/products/dcm-connected/

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/products/full-cover/

CUSTOMER RELATIONSHIP MANAGEMENT

Three60 CRM

The Three60 software enables dealers to target relevant customers with their marketing efforts by analysing their customer database across all departments. It also generates leads by tracking customers' website browsing behaviour, allowing dealers to prioritise those most likely to convert and improve retention. The software's tailored, brand-aligned marketing enables dealers to send automated emails, texts and post to customers, as well as MOT and service reminders, amber follow-up and service plan renewals.
www.three60crm.com/#/services

Marketing Delivery SmartMail

SmartMail enables dealers to send email, text and social media messages to customers to drive enquiries, sales conversions and aftersales retention. Fully integrated, it uses data received from all major showroom lead management systems. Its Facebook App, ReviewBox, publishes customer satisfaction index scores and comments to a dealer's own Facebook and Auto Trader pages, while it also collates feedback from emails and texts.
www.marketingdelivery.co.uk/solutions/sales-crm/

Edynamix

Edynamix Connect provides dealers with core aftersales functions outside of the DMS – service places, electronic vehicle health check, proactive follow-up, repair and finance plans, online bookings, MOT cleansing, video, questionnaires, and automated confirmations and reminders. Dealers can receive centralised, data-rich management reporting through one portal using scheduled push reports or the Connect app to get an overview of daily, weekly and monthly performance. Its stock management system also uses data from the DMS and third parties to improve stock turn and increase profits, while its Automate app enables customers to interact with the dealership and iConsent enables their consent to be captured and stored in one place.
www.edynamix.com

Contact Advantage

CA: Automotive identifies 'lost' customers, enabling dealers to determine what is needed to win their business. Its CA Marketing Module also logs marketing for each customer, allowing dealers to monitor and get feedback on all their marketing activity and measure their return on investment, while CA Showroom System finds prospects and follows up with existing customers, as well as managing stock. Its simple question-and-answer technique allows the sales team to identify the most suitable

Cut costs with DMS integration to your third-party systems

Streamlined technology adds profit opportunities and reduces staffing costs

Gemini Systems has witnessed a big shift towards adoption of technology in recent years, with dealers aiming to reduce administration overheads and digitise processes. This shift has largely been driven by tighter margins and a more challenging market, which has made cost-cutting essential for many.

The uptake of Gemini Systems' app-based features, such as eVHC, video, digital service advisor, and technician clocking, was unprecedented in 2017 and 2018, as digitising these processes undoubtedly adds profit opportunities and reduces staffing costs.

Another major dealership overhead is the double- or triple-keying of data into different systems, whether to satisfy manufacturers or to take advantage of best-in-class solutions to improve their business.

The DMS is at the core of every dealership, but it can never be all things to all people. Gemini Systems strives to be at the forefront of OEM integration, but manufacturers occasionally mandate third-party solutions, such as showroom systems. Gemini Systems had the foresight to differentiate itself from other DSPs and, four years ago, developed

"Some of the biggest names in the automotive industry have partnered and integrated with Gemini Systems"

Open System Interface (OSI), an innovative API allowing third-party solution providers two-way data integration with the DMS.

Since then, some of the biggest names in the automotive industry have partnered and integrated with Gemini Systems, giving their mutual dealers significant competitive advantages with data shared live across all (previously separate) systems, leading to a reduction in administration overheads, and improved accuracy.

The possibilities of integration via OSI are virtually limitless and several more key providers will finalise their integrations over the next six months.

Your Dealership, Connected

EvolutionDX DMS

- Evolution, the DMS that integrates with 3rd parties
- Choose the tech partners that suit your business
- Live 2-way data integration does all the hard work
- A single point of data entry for all your systems

What would you integrate?

finance and insurance products for the customer. It also provides accurate reporting to improve sales opportunities, forecast income and monitor KPIs.
www.contact-advantage.com/products/ca-showroom-system/

LTK Consultants

Konnect provides dealers with a centralised contact centre solution, with transparency and real-time visibility across a suite of services including pre-sale marketing, events, test drives, service and MOT follow-ups, pre-calls, vehicle health check (VHC) follow-ups, progress updates and repurchasing.

The system consists of five core modules: Customer Journey Manager (CJM), Communicator, Live, Data Manager and Reporter. CJM manages all campaigns and customer history. Communicator handles the distribution of all electronic media including its chat bot, web chat, texts and email, recording outcomes such as delivery success rates, open rates and click-throughs. When linked with CJM, it connects all contact activity with customer records, giving the complete picture of a customer's history.

Communicator can integrate with CJM or link solely to Live. It is available 24/7 and, using artificial intelligence, can predict when and how to best communicate with customers to provide the services they want. Live is an interactive portal between multiple parties, displaying real-time events and outcomes to enable the dealer and customer to respond immediately. The journey is automatically updated in CJM to provide one customer contact history. It also provides account-ability through evidence of the tasks undertaken and escalation processes are built in to improve delivery, as well as a dashboard to review each segment quickly and easily. Data Manager takes data extracts from multiple sources and combines all work types to create one relevant contact, meas-uring each customer against a set of criteria to provide an overall score so that the information can be prioritised and the relevant journey assigned. Reporter takes information from all of the modules

and provides a standardised set of reports, analyses key data and completes trend analyses on perfor-mance and KPIs, enabling the dealer to create their own reports.
www.ltkconsultants.co.uk/strategic_analysis_development.php

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DISPLAY TECHNOLOGY

Samsung

Samsung's Gear VR (virtual reality) system uses a premium video service with 360-degree immersive content. The new headset technology connects the

customer to the vehicle in greater detail than before, giving them a virtual reality experience of driving the vehicle. The solution is particularly useful in city showrooms where space is limited and only a few models can be displayed at a time. It has already been introduced in 115 Audi centres in the UK.
www.samsung.com/global/galaxy/gear-vr/

Luminati

Luminati provides car showroom displays ranging from free-standing merchandising units to digital advertising sales. Its car 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 available 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 has four main technologies: SpotLight, Retail Configurator, Online Configurator and VR/AR for enterprise. SpotLight uses cloud technology to provide a suite of tools that enable dealers to create personalised media and insights. With Retail Config-urator, dealers can digitise their entire product library, allowing them to showcase any vehicle on any device in real time. The Online Configurator provides real-time 3D automotive visualisation on any device, enabling customers to configure their vehicle online. Zerolight's immersive technologies are also used in lead generation, sales, experiential marketing, product launches, concept car delivery and post-sale configuration.
www.zerolight.com

DEALER MANAGEMENT SYSTEMS & ACCOUNTS

CDK Global

CDK Drive notifies dealers of potential issues and enables them to take the appropriate action. It also allows them to streamline operations and save time through the use of automated workflows and advanced communication tools, as well as make more informed business decisions with ➔

Offer your customers the full self-service experience

From 24-hour booking apps to locker banks, give your customers control

eDynamix
NEW FOR 2019

CUSTOMER SELF-SERVICE LOCKERS

Businesses everywhere are investing in customer self-service options to improve the overall customer experience. An airline passenger, for example, can book a flight on their mobile phone, check in online, get on the plane with their e-ticket, scan their passport at border control and arrive at their destination without ever having interacted with another human being. This journey is the definition of customer self-service.

Self-service in the automotive industry would allow a customer to book into a dealership any time of the day or night using a personalised app. It would allow a customer to modify this booking online if circumstances changed without the need to call a dealership. On the day of the booking, it would allow a customer to turn up, enter their unique code into a locker bank, deposit their keys, pick up the keys to their courtesy car and then leave. It would allow a customer to authorise and pay for any work found during a vehicle health check and service online at the same time. It would allow a customer to scan their code and pick up the keys to their newly serviced vehicle from the same locker bank they dropped them off at. This would be customer self-service in the automotive industry.

A customer can experience full self-service with eDynamix's integrated suite of applications and AutoPoint Lockers. From point of booking through a dealer's Automate app, to drop-off at a dealership into an AutoPoint Locker, online authorisation with personalised video through iVHC, to buying a service plan online, customers have complete control of their own journey.

For more information, please call 0845 413 0000 or email enquiries@edynamix.com

eDynamix

data at their fingertips. The single portal enables dealers to compare and manage multiple locations in one place.
www.cdkglobal.com/us/automotive/dms/cdk-drive

Pinewood
Pinewood DMS is split by role, including customer relationship management, workshop, parts, vehicles and accounts, collating common tasks to make the dealership more efficient. All the information from the central database is shared through the system. The system controls bookings, receipts, time management, processing and invoicing within a multi-brand workshop to maximise sales opportunities, utilising video and apps to support streamlined workflows. It also provides the flexibility to manage multi-franchise parts processing within a single aftersales department, with inter-group transfers, van runs, parts promotions and customer order management. Other features include financial analysis, stock control through day-to-day sales and vehicle administration processes from order to delivery, as well as live financial analysis and information, asset management and purchase ordering across the business.
www.pinewood.co.uk/overview/

Gemini
Evolution DMS is designed with process in mind, ensuring day-to-day tasks can be performed within the DMS simply and quickly in every department. Automation streamlines the dealership, enabling it to operate more efficiently and for staff to be redeployed to more productive activities, with service reminders, electronic VHC follow-ups, corporate social investment contacts and marketing campaigns sent automatically by text and email on a daily basis. Its open system interface allows third-party partners to access the relevant customer account and vehicle information, and service booking availability, as well as to update customer records and vehicle sales. Dealers can choose between an integrated accounts solution or a link

to Sage accounts, while business accelerators give management full control, visibility and reporting in a live, accurate and intuitive format.
www.gemini-systems.co.uk/evolution-dealer-management-system/

Reynolds & Reynolds
Power DMS's mobile digital device enables dealers to carry out VHCs more easily using a vehicle report card. The DMS also features fully customisable operating controls, running in real time to provide accurate performance data for dealers to better manage their business. By placing links on their website, emails and newsletters, it enables customers to book their service online. It also allows dealers to view all of their workshop, techni-

cian and service activity with detailed data on every job, and its progress. Additionally, the system provides a wealth of customer information to help dealers in the sales process, including a complete customer contact history. Its detailed audits and reporting enable dealers to track all of their financial activities.
www.reyrey.co.uk/power

Click Dealer
Click Dealer's DMS is a one-stop shop that enables dealers to manage their full administrative workload online. It also allows them to manage their online advertising and web presence by using a simple DVLA search tool to enter their vehicle registrations and then populate their adverts with

the required fields, making it easier to add images, price, mileage and other key features.
   With licences to feed through to the majority of leading vehicle portals including Auto Trader, Motors, eBay Motors and Car Gurus, dealers' vehicle details can be uploaded to third-party advertising platforms automatically.
   Dealers can also use a stock book, document upload, prep schedule, purchasing costs and collections diary to manage their stock. Additionally, they can use automated enquiry replies, lead source and geo-tracking alongside their existing marketing campaigns to drive leads.
   The system's online finance application provides a deal stacker and part-exchange valuations, and can generate digital sales invoices and record payments. The DMS also produces sales margin and forecast reports, leader source and conversion rates, and VAT and Gabriel reports, as well as make and model analysis for vehicles sold.
www.clickdealer.co.uk/dealer-management-system

Dragon2000
DragonDMS 2017 enables dealers to keep track of their vehicle sales, estimates, service bookings, job cards, invoices and customer details all in one place. It uses a single point of data entry for the purchase and sale of vehicles, sales advertising feeds, VAT calculation, servicing and CRM. All of this information can then be used to populate the dealer's website and to produce management accounts without needing to re-key essential data.
   The system's APPraise app, available on iOS and Android, enables dealers to record and send videos of their stock to potential buyers. It can also record and automatically send service health check videos to aftersales customers as an upselling opportunity and quickly appraise the condition of part-exchanges, stock and courtesy cars with live valuations, unlimited photos and notes.
www.dragon2000.co.uk/dealer-management-system/

Make the most from your digital leads

Give your customers personalised responses to 100% of queries from any source

Q Why should dealers invest in your products (RAPID RTC Lead Manager and RAPID RTC Chat)?

A We bring value to our clients by placing their customers at the core of everything we do and earning their trust as a partner every day.

Our technologies ensure the very best digital communication experience for their customers, which translates to quantifiable results on the first day using our tools. While our systems are easy to use and deliver results to our dealers, what differentiates us is our ability to create innovative products that strengthen the customer's digital journey.

Our data indicates 25-50% of digital enquiries go unanswered, resulting in billions wasted on media spending globally every year. We keep dealers ahead of the curve by anticipating trends, ensuring every lead is addressed as requested. Consumers are consuming content at a record pace, asking more questions and expecting relevant responses, within a relevant timeframe, via the relevant channel.

Regardless of customer preference – email, chat, text – we establish that critical digital first impression that leads to showroom visits and sales.

Q How do your products stand apart?

A RAPID RTC Lead Manager guarantees 100% response rates to all digital enquiries from any

source without the use of automated replies or bots – no other product can make that claim. The responses are always personalised and of high quality and our dealers report an industry-leading average response time of under 30 minutes. By bringing in digital leads from all online sources, we can provide valuable metrics on marketing spends, and display which platforms are giving the best ROI. To date, we have processed more than 10 million leads worldwide and have never missed a follow-up.

Through our agile methodologies, we develop and deploy enhancements that are typically first to market. As a recent example, our Response Quality Module incorporates AI to measure response quality and its impact on conversion rates.

RAPID RTC Chat stands alone in the competitive space because our proprietary routing system connects prospects to real salespeople – not glorified message-takers or bots – in record time, usually seven seconds. This process delivers the equivalent of a showroom visit in the

COMPANY PROFILE

Key Products: RAPID RTC Lead Manager and RAPID RTC Chat
Key staff: Glen Demetrioff, president & CEO
Founded: 1996
Based: European HQ in London; international offices in Paris, France; Winnipeg and Toronto, Canada; Dallas, US.
Visit: www.rapidrtc.co.uk
Email: sales@rapidrtc.co.uk
Phone: 0800 014 8011

RAPID RTC

> "OUR DATA INDICATES 25-50% OF DIGITAL ENQUIRIES GO UNANSWERED, RESULTING IN BILLIONS WASTED ON MEDIA SPENDING
>
> GLEN DEMETRIOFF, RAPID RTC

> **THE MISCONCEPTION OF DIGITAL COMMUNICATIONS IS DEHUMANISATION, MAN VS. MACHINE, BUT WE BELIEVE IN THE TWO WORKING TOGETHER TO PROVIDE THE ULTIMATE SOLUTION**
> **GLEN DEMETRIOFF, RAPID RTC**

digital space. Our concierge team provides 24/7 coverage as they pre-qualify leads before passing them along to sales staff to carry on the conversation, resulting in actual online conversations lasting more than 20 minutes on average, not empty five-minute exchanges. Moreover, if your team of sales executives are not able to facilitate an incoming live chat, either during or after business hours, we are there to support and convert that online prospect into an actionable lead for follow-up through our Lead Manager platform.

We have consistently doubled clients' lead volume, filling their queues with higher-quality leads that are farther down the sales funnel.

Q You have listed some game-changing features of your Lead Manager product. Which do you consider most important for dealers, and why?

A Our most recent game-changers combine nicely to add even more flexibility around – and insight into – our premium response process. Dealers can automatically have leads from each online source sent to the most suitable salesperson and they are empowered to craft a personalised response encouraging engagement. The salesperson then gets a notification when the prospect has opened their response, which prompts timely follow-up. Managers

can see the initial response and any subsequent interactions to provide coaching and assist with closing.

From a dealer's perspective, they appreciate that RAPID RTC Lead Manager aggregates 100% of their leads from all online sources, providing full transparency into where their marketing budgets are best spent. As new opportunities for digital lead generation are added by online networks and social platforms daily, dealers continue to invest in them, but require a central hub to evaluate their effectiveness. Lead Manager tells them what platforms are generating the highest volume of quality leads.

Q What are your plans for the near future (product launches, etc.)?

A RAPID RTC Text is next up as another exciting channel that establishes instant and lasting connections between salespeople and prospects. It not only facilitates direct one-to-one texting, but also encourages salespeople to re-engage after the initial conversation. All our industry-leading functionality, metrics and customer support will, of course, come with it.

This will serve as a precursor to our complete omni-channel solution, which will see the culmination of our research on future digital touchpoints for the next generation. Regardless of
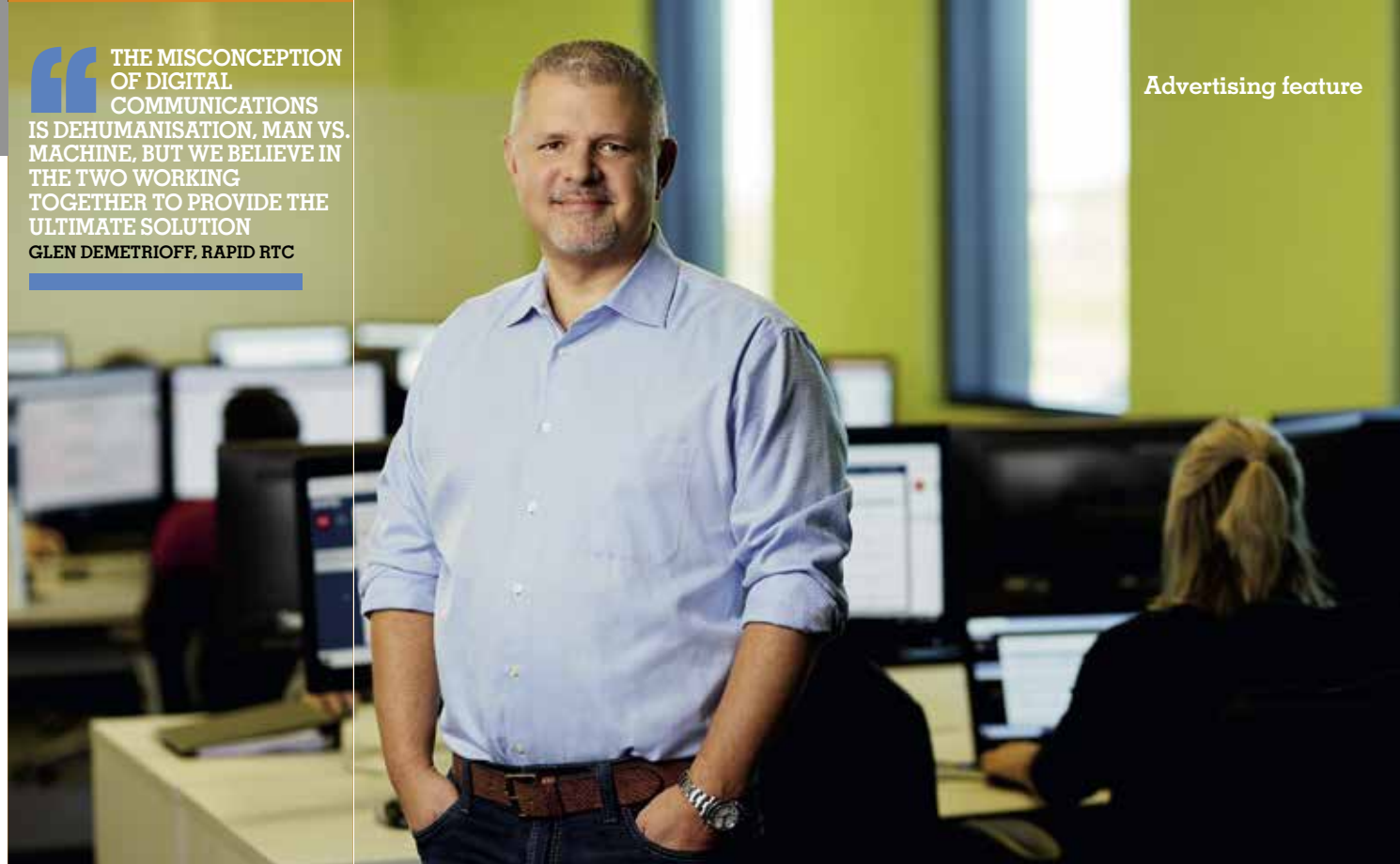
how consumers wish to connect, we want to ensure the experience is premium and seamless. We will continue to anticipate how our dealers' prospects want to communicate and connect the two in real time – living up to our name, RAPID RTC (Real-Time Communications).

Q How do you gather feedback and insights from dealer clients, and how does it shape what you do?

A Service is one of our four guiding brand values, and, with our manufacturer and retail clients being top-tier brands, they would accept nothing less from us.

From our certified training program to our RAPID RTC Dealer Care support teams, our dealer clients always have several pipelines to us. Although one-to-one communication is solicited and welcomed, we also conduct satisfaction surveys, mystery shops, webinars, focus groups, etc. As the largest dedicated digital lead management company, we have direct access to, and are able to provide, valuable business intelligence – conversations often start from there and every suggestion is documented for serious consideration in future product releases.

Q What quick and easy win is there for dealers to drive improvements in their digital communications?

A Personalise across all digital communication channels. There is no benefit to implementing half-baked solutions without real people on the other side. Use automation to establish connections between your people and prospects, not as a crutch to avoid it. The misconception of digital communications is dehumanisation, man vs. machine, but we believe in the two working together to provide the ultimate solution.

Q What do you hope dealers will be doing better in three years' time?

A Our dealers are doing quite well now, but we hope they continue to trust us with their business and remain open to our innovative approach to digital lead generation and management.

To the broader dealer community, we wish they would treat the digital consumer just as they would treat someone who walked into their physical retail store. We hope that what appears today as a faceless digital lead is recognised as a real person – because beyond the lead, that is what it is.

DOCUMENT MANAGEMENT

CMS Software

CMS Software's electronic document management system, Textstor, handles invoice processing, document storage, document archiving and document workflow.

With the capability to be integrated into the DMS, the software enables employees to scan, index, archive and retrieve important documents produced by the DMS. The software archives large volumes of invoices, purchase orders, statements, remittance advices and management reports, which provides an audit system and means office filing cabinets are no longer needed. The system can also file by barcode or OCR/ICR (optical/intelligent character recognition). Textstor includes off-site storage for additional security, while digital document storage is approved by HMRC for official company records.

CMS Software's suite of products also includes a data capture software package, which enables extraction of information from many form types, a redaction tool, to blank out selected information, author's data and hidden data from electronic documents, a network security solution and email security.

www.cmssoftware.co.uk/solutions/industry/automotive/

Arena

Arena's mstore for automotive software is a purpose-built, cross-enterprise dealership document management system. With a combination of scanning, DMS and system integration, and electronic document management technology, paper processes – including deal files, service work in progress, HR and finance – are managed digitally.

Benefits include efficiency gains, improved cash flow, release of headcount and enhanced customer service. Digitisation is designed to mirror and streamline existing work processes, making tasks such as warranty claims, FCA compliance, manufacturer audits and other paperwork more efficient and easily traceable. The software means documents can be stored, shared, referenced, moved, tracked and processed electronically.

www.arenagroup.net

E

EV CHARGERS AND INFRASTRUCTURE

Chargemaster

EV customers can opt for Chargemaster's 7kW Homecharge, which charges three times faster than a standard 13A socket. Dealers typically have a dual-socket 7kW (32A) AC charging point installed, with communications functionality to ensure they can track usage and consumption and can control access, usually via an RFID card. For charging EV demonstrators and service cars, many dealers now choose its rapid (50kW) or semi-rapid (25kW) DC charge points.

chargemasterplc.com

Instavolt

Describing its approach as 'transparent' and 'simple', Instavolt operates a pay-as-you-go system. With no subscription fee, drivers just use their debit or credit cards to pay for the electricity used.

With a minimum 50kw, the rapid chargers have been designed to be upgraded to 350kW as the technology develops.

www.instavolt.co.uk

Podpoint

Its open charge EV charging stations do not require membership or RFID cards but are accessible using an app. Drivers simply plug in their EV, select an open charge point in the app and confirm the charge in 15 minutes. For those times when a driver's mobile is out of charge, each station allows 15 minutes of emergency charge without having to use a mobile phone for confirmation.

For the dealership's private use, there is a choice of 3.6kW, 7kW, and 22kW charging units. 50kW rapid charging units are available where dealers want to provide an open charge point for their customers' use.

Podpoint provides a managed service from consultation to installation and aftercare. Its management information system and Wi-Fi-enabled hardware also allow dealers to set custom tariffs and monitor energy usage.

www.pod-point.com/

F

FINANCE PROPOSAL PLATFORMS

Dealtrak

The DealTrak platform links UK motor dealers and finance brokers to finance, insurance, data, and other value-added product and service providers.

The platform acts as a connector between multiple parties' systems, enabling customers to undertake F&I transactions compliantly. Dealers can access the system using its web-based interface for daily F&I management activities with tools that include quoting, compliance and reporting. It provides dealers with a single-entry interface, while more than 200 finance providers are already integrated into the system. Dealtrak expects to host about four million proposals this year. It has also launched a client portal where clients can raise and track issues, providing full transparency.

www.dealtrak.co.uk/

Going forward together.

The road ahead is clear. With Barclays Partner Finance by your side you can help your customers spread the cost of their car with flexible finance that is fair, transparent and meets their needs.

We provide help with finance regulation and dedicated support from our experienced account managers, allowing you to build your business with confidence.

Plus we can introduce you to innovative business solutions from the wider Barclays Group.

A solid partnership with Barclays Partner Finance will take you further.

Call us today on 0330 058 1111* or visit **barclayspartnerfinance.com**

BARCLAYS

iVendi

iVendi's e-commerce software products are used in more than 7,000 dealer locations throughout the UK. Its range of modules includes Quoteware, a fully integrated end-to-end motor finance tool for automotive retail websites. Quoteware enables users to view a range of finance products for each vehicle and incorporates animated videos, online application forms and the ability to search for vehicles using payment criteria.

Its online finance comparison tool, CarFinance-Checker.com, enables website visitors to find out their finance eligibility for each finance product. By capturing the information, dealers receive qualified leads. The iVendi Dealer Platform is the dealer portal, which enables point of sale finance selling in the showroom as well as managing online generated leads and applications.

Its cloud-based platform manages 1.2 billion motor finance quotations each day.
www.ivendi.com

Codeweavers

Finance technology company Codeweavers provides finance calculators, lead-generation and quotation tools and online vehicle retailing solutions.

For dealers, its lead generation tool captures the details of people utilising a website's finance calculator with a selection of call to action buttons – Email Me This Quote, Print This Quote, Apply for Finance and Motor Credit Check. A number of finance calculators are available to provide customers with online quotes from a dealer's lender panel, while videos deliver straightforward explanations of the finance options available.

Motor Credit Check allows customers to find out if a dealer's lenders are likely to give the go-ahead to the finance agreement thereby qualifying themselves before they set foot into the business. Codeweavers Car Offers allows dealers to create bespoke offers for any vehicle and display them on the website. Finance search enables customers to search for vehicles according to their monthly budget and

Codeweavers Showroom captures information from leads and feeds it into the system to enable businesses to respond to the customer at the most appropriate time to maximise conversion.
www.codeweavers.net

⬇ **I**

IT, CONNECTIVITY AND TELECOMS SYSTEMS

Node4

Providing network and connectivity solutions, Node 4 delivers end-to-end IT infrastructure and services, covering security, connectivity, cloud services, data centre hosting, collaboration, and data services.

Data services include storage, backup, data recovery and database management. The company owns three data centres in the UK providing ISO27001 accredited highly secure environments for managing and storing data.

Its wholly-owned cloud infrastructure is Cisco CMSP accredited. By utilising Platform as a Service (PaaS), businesses can develop, run, and manage applications without the complexity of maintaining the infrastructure. Collaboration services are designed to keep people connected, delivering unified communications incorporating virtual meetings and conferences, its own SIP trunking solution, call recording and analytics.
www.node4.co.uk

Zeacom

Zeacom's Avaya IP Office contact and call centre solution is designed to be scalable and can accommodate teams of between five and 384 operators. It is built on a single source code and is offered through one server, one application and one administration interface.

IP Office can treat the mobile and the desk phone as a single device, using one number and one mailbox, and incorporates more than 200 reports to fine-tune performance. The system gives managers visibility of inbound/outbound calls, on/off hook, availability and activity, service level stats covering agents and queues.

IP Office can deal with large numbers of inbound inquiries and outbound contacts – by email, fax, web chat, SMS or phone. The system has also been designed to enable employees to self-monitor using its Agent Desktop to help workload management.
www.officephonesystem.co.uk/zeacom

Optimising IT

Optimising IT develops technology and infrastructure solutions in four main areas – managed services, consultancy, cyber and IT services. It also offers managed services, a fully outsourced IT service incorporating telephone and email support, remote support for networks and Wi-Fi, PCs and laptops, and servers. Utilising its consultancy services provides access to specialist IT knowledge and helps companies to maximise their use of IT and technology reviews. Optimising IT has designed a range of cybersecurity services to ensure systems are as secure as possible, including compliance with regulations such as GDPR. Other IT services include Office 365, Wi-Fi network management including guest log-in and cloud managed WAN which connects multi-site businesses and enables centralised access to data and applications.

Optimising IT provides a specific focus on the automotive retail sector with services tailored to assist groups' IT functionality when acquisitions are made or when building a new dealership.
www.optimisingit.co.uk

HOW AI IS REVOLUTIONISING CUSTOMER COMMUNICATIONS FOR DEALERS

Artificial intelligence can help a dealer's aftersales department to free up staff time, ensure consistent quality of contact and save money.

Technology is revolutionising the dealer aftersales contact centre, turning it into a **hub of artificial intelligence (AI)** where advanced software mixes seamlessly with the human touch.

LTK has developed and uses its own software system, which links telephony, data, multimedia and the dealer DMS. This automates as much of the calling process as possible, saving time and streamlining resources.

Konnect CJM is its customer journey management system, managing calls and campaigns automating time-consuming manual processes, including dialling, while ensuring inbound calls to the contact centre take priority over an outbound call. The system can be licensed for use by in-house contact centre teams or dealers can outsource to LTK and its own customer contact centre.

But it is Konnect AI, LTK's artificial intelligence system, where the latest technological advances enable LTK's suite of systems to learn and develop. By continuously gathering information and learning from the data captured, communications are improved and enhanced. For example, if a customer replies by text, the system will automatically select this contact method when it is time
to next communicate with the individual.

Dealers and system users can see the magic of AI in Konnect Live, a portal which keeps track of customer communications and responses in real time. Using social media platforms connected to its AI system, LTK experiences a 42% response rate to messages reminding customers of a service or repair booking 72 hours ahead of schedule.
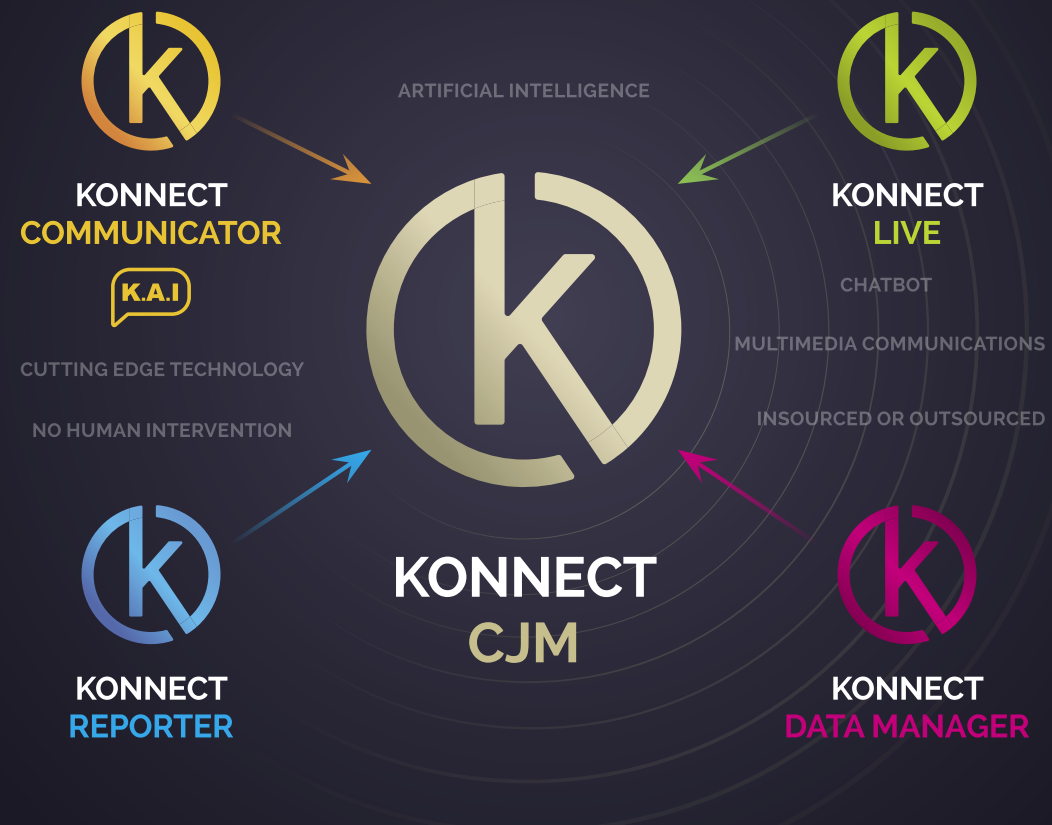
Service bookings using its AI technology are currently being trialled with a select group of dealer customers. A wider roll-out is planned for January 2019. The system allows for minimal human contact, while delivering a seamless experience for the customer, although a call can be made or requested at any stage. The software is designed to meet GDPR regulations.

LTK forecasts that 35% of all customer service bookings in the first year will be made using the AI concept, rising to 52% in the second year.

Operations director Vanessa Kendrick said: "Reducing human contact may sound counter-intuitive when you are focused on forging and strengthening customer relationships, but it enables us to deliver a more efficient and personalised experience that meets the demands of today's consumer. The option to talk to someone is easily and readily accessed, but generally the need to talk is reserved for the more complex interaction."

"AI is the future and is already shaping our system for even higher levels of efficiency. The next development will be voice intelligence, whereby a bot will initiate conversations freeing up more of the call handler's time. Calls are rerouted to a person if they become complex. AI frees up a dealer's most expensive commodity, its employees, thereby reducing costs, and ensures a much more controlled and consistent customer contact experience is delivered." LTK's systems and AI expertise are already in use in some of the UK's top dealer groups. For more information or to arrange a demonstration, please contact us.

KONNECT **COMMUNICATOR**

K.A.I

CUTTING EDGE TECHNOLOGY

NO HUMAN INTERVENTION

ARTIFICIAL INTELLIGENCE

KONNECT **LIVE**

CHATBOT

MULTIMEDIA COMMUNICATIONS

INSOURCED OR OUTSOURCED

KONNECT **CJM**

KONNECT **REPORTER**

KONNECT **DATA MANAGER**

As well as **Konnect CJM**, **Konnect Live** and **Konnect AI**, LTK provides Konnect **Data Manager** and **Konnect Reporter**. All can be taken as standalone systems or services or can be integrated with each other.

For more information contact **Vanessa Kendrick** at **kendrickv@ltkconsultants.co.uk** call **0121 647 5539** or visit **www.ltkconsultants. co.uk** for more details on LTK Consultants products and services

LTKCONSULTANTS

LEADERSHIP • TRANSPARENCY • KNOWLEDGE

L

LEAD MANAGEMENT SOLUTIONS

enquiryMAX

Providing sales lead management software and retail consultancy to more than 700 dealers in the UK, the enquiryMAX system is designed to ensure every lead is captured and followed up, to help build a high-performance sales culture. The lead management system provides a structured process to manage leads and capture data, which also enables better cross-selling between departments to create a low-cost and efficient route to generating business.

With easy-to-use tools and clear processes, enquiryMAX enables dealers to gain a clear understanding of the buyer's needs and personal circumstances to ensure effective follow-ups are undertaken and leads do not fall by the wayside. Straightforward diary functionality forms part of a flexible lead management system enabling all customers to be given a follow-up date and a next action, while reporting tools allow leads to be tracked with a simple dashboard for managers to follow opportunities. Tools include its native iPad app and desktop solutions and third-party integrations are available. The system has been built on an open architecture platform specifically to integrate with manufacturer hubs, central lead delivery, data export and import to enhance system functionality and reduce the need to double-key data.
www.enquirymax.com

eDynamix

Fully integrated web-based applications enable dealers to manage a customer throughout the service lifecycle. Providing core aftersales solutions within one product set, the eDynamix platform is designed to allow all products to 'talk' to each other. With one log-in, dealers can manage multiple functions using just one fully automated, end-to-

end self-serve system. The eDynamix customer journey starts with the Automate app, which provides customers with access to their vehicle details, service and MOT history, notifications for reminders and online bookings. On the day of the booking, the service adviser checks the customer in through the Active Digital Reception (ADR) module within iVHC.

Once the health check is completed, customers can view the results in the app or online, with any associated photographs and videos taken through the eDynamix Video1st facility and even authorise the work online. Once the customer has gone through the check-out stage in ADR, booking any work due, a post-visit survey can be sent.
www.edynamix.com

DealerWeb

Celebrating 15 years since the launch of its lead management system, Dealerweb Showroom, Dealerweb has launched Dealerweb React. This advanced lead capture and response tool for desktop and mobile fully integrates into Dealerweb Showroom or operates as a standalone system and app. It is designed to capture 100% of web leads and ensure each one receives a response.

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 real-time analysis of productivity and profit levels.
www.dealerweb.org

Contact Advantage

Contact Advantage's CRM system tracks all sales leads and manufacturer targets, while managing sales information, stock and enabling lost sales to be recovered and followed up. The system communicates with the customer by email or SMS.

CA Automotive is its showroom system, which manages sales leads and ensures effective follow-up professionally and efficiently.

FCA Advantage has been designed to help dealers comply with FCA regulations, allowing the sales person to identify the correct finance and insurance products to offer the customer, while delivering a clear audit trail.

F&I Advantage enables dealers to manage additional sales such as warranty, GAP, service plans and paint and protection, including reporting and forecasting tools.

Stock Manager Advantage allows dealers to manage their stock management process, Marketing Advantage manages marketing activity including the facility to build emails and undertake SMS campaigns. Its lost customers process checks to see if they are still in-market or gain understandings of why customers went elsewhere. CA also offers call centre services, data cleansing and training and consultancy services.
www.contact-advantage.com

P

PART-EXCHANGE APPRAISAL AND DISPOSAL

BCA DealerPro

Dealer Pro is BCA's appraisal tool for part-exchanges, and incorporates an appraisal app for tablet devices. Designed to deliver a controlled and consistent process, BCA Valuations uses the biggest dataset in the industry and includes machine learning technology. By automatically applying the information captured in the appraisal, more accurate valuations can be provided for each

vehicle. Dealers benefit from real-time visibility of the status of all part-exchanges, including their condition, value, location, and number of vehicles offered in part-exchange. The tool also allows dealers to upload their own vehicle images and delivers insights into individual sales executives' appraisal accuracy and trade performance.
www.british-car-auctions.co.uk/Services/BCA-Dealer-Pro/

Manheim Seller Advance

Seller Advance is Manheim's automated appraisal system, which uses real-time data and daily market activity to send used-vehicle valuations direct to salespeople's PC or digital device.

Image Capture, its photo tool, provides up to 20 high-quality digital images showing the vehicle's type, specification, colour and trim, as well as any damage or wear and tear. Deal Maker provides an overview of potential part-exchanges right across a network for full visibility.

Seller Advance uses Azure, a cloud-based application, and is built with responsive technology for use on different devices. Manheim has added a sale agreed page in the valuation area, to provide data on part-exchange vehicles arriving in stock. An intelligent search function enables dealers to find the cars they need instantly.
www.manheim.co.uk/our-services/auction-services/insight/seller-advance

Cooper Solutions Full Appraisal / Full Auction

Full Appraisal is Cooper Solutions' mobile vehicle appraisal tool, enabling a full electronic appraisal of part-exchange vehicles.

The system includes VRM look-up, which automatically populates vehicle details, a checklist of appraisal points, prep cost breakdown can be recorded and up to 25 photos can be uploaded. The system is integrated with Experian VRM look-up and CAP/CAP+ valuation data.

By using mobile technology, the appraisal can be completed at the side of the vehicle using iPad or tablet and the appraisal information can be uploaded into Cooper Solutions' FullAuction online auction site providing an end-to-end trade management solution.

FullAuction is a trade-only, online vehicle auction site. Auction pages include detailed appraisals, photographs, service history and other relevant descriptions. Buyers and sellers are kept informed of auction activity with automated message notifications, there is a facility for detailed search, watching and bid management facilities, and a proxy bidding facility saves busy traders time.
www.coopersolutions.co.uk/public/products/

PRICING MANAGEMENT SYSTEMS

Auto Trader iControl

iControl is a data intelligence solution designed to help dealers increase their profitability by maximising both stock turn and speed of sale. It uses more data than is visible online to create an instant valuation of a car's worth, allowing dealers to optimise their advertised prices against the competition. Retailers set their own stock and profit goals, and iControl tracks and reports on how well these objectives are being met, making it easier to manage a large forecourt. It also tracks changes in the marketplace 24/7 and sends alerts when conditions have changed and actions are required for dealers to retain their competitive edge.
www.trade.autotrader.co.uk/products/i-control

Glass's GlassNet Radar

GlassNet Radar delivers live retail price data combining Glass's data with the ability to research how vehicles are priced in a dealer's area – or across the UK. Enter a car's registration and mileage and Radar searches 8.4 million, trade-only ads in real time. In seconds, dealers get an average live retail price for that car and the average number of days it takes to sell. Radar can also provide price data for similar vehicles stocked by a dealer's competitors, and dealers can even click through to view the live classified ads to check the details. Radar is available online, on mobile or via integration into dealers' existing systems and portals.
www.glassbusiness.co.uk/radar

Cap HPI Black Book Live

Black Book Live keeps track of all valuation movements in real time throughout each month – and 60% of all car values do change every month. It gives dealers mileage-adjusted values, which are updated daily so they will never pay over the odds for a vehicle because their data is out of date. Black Book Live features regular market intelligence on sector movements and trends.
www.business.cap.co.uk/blackbooklive

REPUTATION MANAGEMENT SYSTEMS

Hootsuite

Hootsuite is a sophisticated and effective social media management platform. Users can schedule and deliver their social content, and measure its impact, across the most popular social networks, such as Facebook, Instagram, Twitter, LinkedIn and Google. Trending social media content is also easy to find, manage and share. Scheduling enables users to save time and keep their

●●○ CDKGlobal™

Creating the perfect car buying and ownership experience

Modern car buyers evaluate your dealership against every seamless digital experience they have ever had, from ordering a plane tickets to making a dinner reservation. In fact, since a new car is an even bigger investment, nowadays they are demanding even more.

So ask yourself, how could technology help you create the perfect car buying and ownership experience? And make sure that you not only keep the customers you already have, but win more?

At CDK Global, we understand that automotive retailing is much more than a sales business, it is a relationship business. It's about keeping the customer at the heart of everything that you do and staying connected to them through every interaction with your dealership.

That's why we have created Autoline Drive, a DMS platform that enables you to market, sell and service vehicles from a single platform. Our integrated technology supports your business by linking systems, departments and sites, keeping you

connected to your customers and streamlining processes each step of the way. And with a wide range of add-on applications, it can be tailored to meet your needs.

What's more, we are now connecting Autoline Drive to other leading industry suppliers through our new Partner Program, because we understand that a truly seamless consumer experience depends on all automotive retail technology working together, to help shape the future of our industry.

Together we can do extraordinary things. Grow faster, be more efficient and reimagine the perfect car buying and ownership experience.

Why don't you join us?

Find out more www.cdkglobal.com

P

social media presence active. Access permission can be granted to different employees without sharing passwords, analytics enable business decisions to be data-based, and best-in-class security features enable users to remain both secure and compliant.
www.hootsuite.com

Tweetdeck

Tweetdeck lets Twitter users view multiple time-lines across one simple interface. It also includes advanced features to help users get the most out of Twitter. Users can manage multiple accounts, schedule future tweets and more. The platform is currently available at tweetdeck.com or via the Mac app store. A 'teams' feature allows multiple people to share the same account, but without sharing the password. Only the owner of the shared account can manage the password, phone number and login verification settings. The 'collections' feature allows Tweets to be organised by topics, events, interests, or conversations in real time.
www.tweetdeck.twitter.com

JudgeService

JudgeService provides verified and authentic reviews from genuine customers, allowing clients to make better business decisions. It currently works for more than 1,000 car dealerships, estate agencies, hotels and others. It provides bespoke surveys, and sends them to customers, and lost leads, verifies the feedback it receives – by call, email, SMS or post – and then publishes them (with permission).

The information it receives gives companies insights into their service levels and product performance. Aside from the reviews, JudgeService also mines a rich vein of customer data, which clients are able to use to manage, and improve, how their business operates.
www.judgeservice.com

RFID TAGS

Traka Automotive

Much time can be lost when moving vehicles due to the search for keys and for the vehicle itself. Solutions based on RFID (radio frequency identification) use electromagnetic fields to identify and track tags attached to objects, such as keys and the vehicle themselves. Under the Traka system, sets of keys can be locked into secure 'intelligent' cabinets, which electronically register which authorised user has removed them at any point, and for how long, so that the management at a dealership can monitor any

vehicle's movements through its PDI, sales and service processes and hold users accountable.
www.traka.com/en/site/traka/vertical-specialists-markets/automotive

STOCK ACQUISITION APPS

Aston Barclay Buyer App

The Buyer App – unveiled in July 2017 to launch the group's new digital strategy – bridges the gap between the physical auction hall and the mobile space, unlocking vehicles from across the Aston Barclay group, and allowing buyers to source vehi-

cles on the go. It enables potential buyers to search for a vehicle, view its condition in full, study its Aston Barclay Assured report, place a proxy bid, and bid live in sales across the UK. The app has been downloaded more than 9,000 times, now accounts for some 17% of all Aston Barclay's online bids, and has been used to buy more than £11 million worth of vehicles.
www.astonbarclay.net/digital-auctions/aston-barclay-mobile-app

BCA Live Online

Live Online offers real-time virtual access to BCA auctions, and potential buyers can study the NAMA vehicle grading report for each vehicle, offering condition grades between 1 and 5 – or unclassified. It allows eligible trade buyers to place bids in online tender auctions, at any time of day or night, through the 'Bid Now' feature, and to purchase immediately at a 'Buy Now' price, stock which is a mix of fresh vehicles and others which may have been previously offered at auction. Live Online also has a BCA e-Auction feature offering vehicles which are sold by an auctioneer, but not physically presented in a hall.
www.british-car-auctions.co.uk/Services/Live-Online

Manheim Simulcast

Simulcast is an online platform allowing buyers to bid on cars at Manheim's 16 UK auction centres from anywhere in the world. Optimised for laptop, tablet and smartphone, it uses 'live' video and audio streaming, so dealers can watch and hear auctions as they happen. Dealers can bid and buy with a single click or swipe, or instant message the auctioneer, all in real time. The intuitive interface also allows buyers to easily switch between multiple auction sites. Data on mileage, fuel type, specification and engine size can be browsed, and prices from Cap and Glass's provide guidance to each vehicle's value.
www.manheim.co.uk/our-services/auction-services/digital-auction/simulcast

How tech is adding value to added-value services

Making claims more efficient means happier customers and better returns

AutoProtect is at the leading edge of digitising the added-value service sector; especially at the critical 'moment of truth' – when a claim is made.

Nisha Manaktala, head of IT at AutoProtect, believes that, within a rapidly changing market, 'adding value' to dealers is critical and means far more than the products – it is about the customer experiences and outcomes arising from the products.

"Ease of use, accessibility and brand reputation are crucial to today's demanding, mobility focused drivers. Technology that supports these needs efficiently when something goes wrong with their car significantly enhances the customer/dealer relationship and more," she said.

AutoProtect's AutoProcess technology is designed to integrate with existing dealer platforms, such as their DMS. This helps ensure that added value-services, their MI, monitoring and reporting become a seamless element of the sales process.

The transparent, paperless experience increases customer convenience and process speed. With that, sales and more product per person helps retention. Added-value services are ideally positioned to support this and a fast, efficient claims experience improves this retention value. AutoProtect's innovative series of claims platforms, including iClaim and smartphone

Nisha Manaktala, head of IT at AutoProtect

apps, are helping to take the impact of an efficient claims process to a new level.

iClaim provides a communication and approval platform and central location for all information required to make a warranty claim decision, without the need for calls to and from the customer, dealer or repairer. More customers' claims are being approved faster and dealers report significant productivity gains, increased cash flow, higher work bay utilisation and far happier customers. The benefits of the GAP/RTI and SMART apps are similar.

As Nisha concludes: "AutoProtect is proud to be vital to more dealers, with technology that disrupts legacy approaches, helping them and their customers to get more from added-value services."

Tel: 01279 456600 Email: sales@autoprotect.co.uk
Web: www.autoprotect.co.uk

auto protect

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auto protect

" Traditional claims processes for added-value services can benefit from a more 'customer-engaged' approach. "

Mike Macaulay,
Head of Corporate Sales, AutoProtect

Introducing our
ALL NEW DIGITAL CLAIMS PROCESSES

To find out more or to request a demo call **01279 456600** or drop us a line at **sales@autoprotect.co.uk**

AM DEALER RECOMMENDED 2018
GAP INSURANCE

www.autoprotect.co.uk/news/app