

Break from tradition – a fresh approach to customer contact

Continually examining and analysing every aspect of your sales and aftersales processes is the best way to retain customers

Everyone has budgets and targets to work towards, plus the continual re-evaluation of overheads. In a world with increased IT dependency, getting staff and systems to work seamlessly in a balanced way can be very challenging. Critically, customers need to remain the focus of our efforts, engaging with them and understanding their requirements.

As a 2016 AM Recommended Supplier, as voted for by our customers, we believe

we have the right approach.

Presenting sales and aftersales customer contact points as combined events in a single customer view is now a reality. Our MDF 360 solution now brings with it huge opportunities. We still have three clear component areas of focus: data, marketing and calling, with clear, easy-to-read reporting and analysis functionality so everyone remains engaged. Ultimately, we help our clients to exceed targets while remaining within budget.

“Most websites have online booking, a great facility, but our research shows that over 90% of customers abandon the process before the end”

Breaking down the sales/aftersales silos

Everyone understands the benefits of calling customers at least annually but we have seen first-hand the battles managers have in trying to make sales call activity happen.

When we talk to dealers about the 1, 2, 3 & 4 year anniversary calls, we explain that this only accounts for around 40% of their customer database (DMS) and therefore potential sales. It's very apparent that it's generally not practical to add more activity into sales teams but also that there are huge gaps in customer contact from a sales/relationship perspective. We are helping dealers to change the way in which customer contact is managed. With our research showing that there is a significant overlap of sales/aftersales customer contact, there are many benefits in contacting customers using a 'one business' approach.

1. Better customer experience
Customers receive one and not

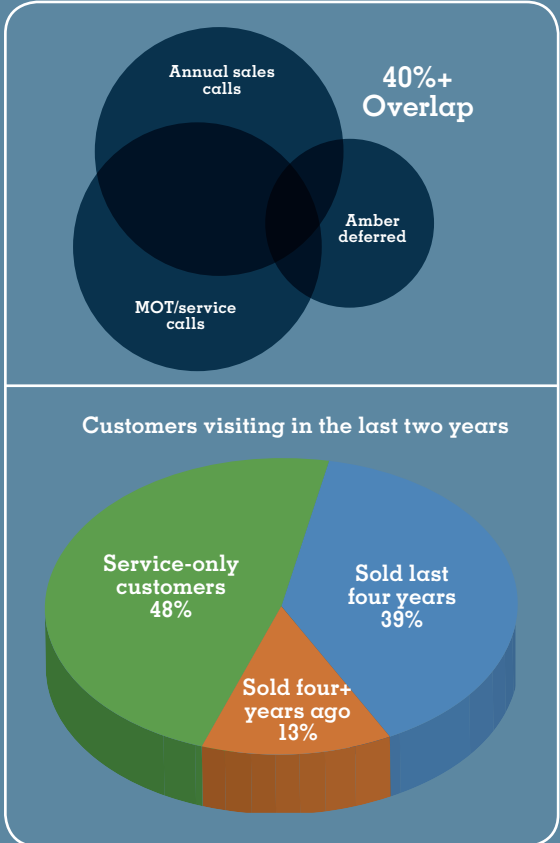
two calls where activity is due around the same time.

2. Cost savings Effort is reduced where an overlap would have resulted in two calls. Dedicated resource can cost significantly less than sales executive resource.

3. Consistent approach, improved results Activity can be better managed with dedicated resources trained specifically in making outbound calls.

4. Improved morale Phone staff get excited and enthused from making the appointment, sales executives from making the sale. We are now working on this 'one business approach' with dealers, who have team members dedicated to phoning customers about where they are in their ownership journey and either booking them to aftersales or appointing them to sales as appropriate.

This is all made possible with our MDF360 software.



Could you be next to make the move?
www.mdfrm.com/fresh



Customer engagement

With technology advancing at an incredible pace, it's a real challenge to keep up. Let's take an example: most websites have online booking, a great facility, but our research shows that over 90% of customers abandon the process before the end. If you think

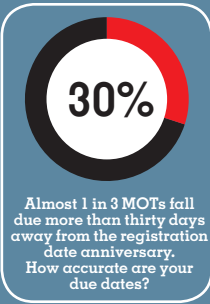
your stats are different, we recommend a double check. We have spent time with our clients to help them learn why and, more importantly, now help them to convert upward of 80% to a booking. Visit www.mdfrm.com/online-booking to find out more.

Whilst this technology is great, we should firmly keep sight of the customer relationships we build and develop. No amount of technology or marketing is going to replace human interaction – after all, people buy from people.

Data – the Nol business driver?

Your database is one of your most valuable assets – that's before deciding which contact channel best suits the customer (email, mobile, mail or combination of). We find that a greater focus on how much data is being captured has led to a challenge with quality, whichever DMS is used.

From our typical analysis, which compares DMS MOT dates with the DVLA, any contact at the wrong time loses customer engagement. The same principle applies to service due dates where accuracy is harder to measure and may have been populated from date of registration. We know that a staggering 30% of MOT dates are not due around the registration date which is used by many to work out due dates.



DMS MOT due date vs DVLA MOT due date	Last work date			
	2014	2015	Total	Total %
Within 14 days	202	2,020	2,222	69%
14 to 30 days	22	108	130	4%
More than 30 days	189	529	718	22%
Blank in DMS	4	14	18	1%
No MOT	6	16	22	1%
Not available	26	73	99	3%
Total	449	2,760	3,209	100%

For a free report on the quality of your data, or to see how your data measures up to our 400 dealer clients, visit www.mdfrm.com/data

Aftersales retention – focus on retail

Reminding customers about their MOT or service is a basic process but there is a lot to be said for consistently doing the basics really well. How and when in relation to the due date is the reminder process started? Too soon and customers are not ready to commit, too late and they may have committed elsewhere.

What is your reminder response rate? Of those not booking from the reminder, what percentage do you speak to? And of those you speak to, what percentage book in? Whatever the process and results, twice as many of our clients' bookings are generated from outbound calls rather than from reminders alone.

Are you using different contact channels at different times to maximise bookings and reduce costs? Email generates more bookings than SMS or mail and there are significant cost savings available too.

Training and coaching

“Would you like to book in?” vs “Which day would be best for you?”. What do your staff say when trying to secure a booking and how do their results measure up?

Amber follow-up

Selling amber work on the day of the health check is hard and will result in customers with hefty invoices never returning. Offering a free check when the work is due offers a service that breeds loyalty. If the amber work is due around the same time as other events, we present them together as one call, for huge efficiencies.

