

SUPPLIER SPOTLIGHT

In association with  eDynamix

Give aftersales customers 'Amazon' levels of service

There is a real lack of drive in the automotive sector to deliver the same online, customer-centric technology that can be found in so many other sectors now. It's our goal to change that," said Iain Nickalls, director at eDynamix.

His company was formed in 2010, initially providing service plans, but Nickalls said it soon became apparent that to deliver ultimate efficiency for retailers in aftersales, creating a solution that encompassed all daily aftersales processes under one login was "a necessity".

"We want to eliminate the silos of information found in so many car dealership systems and help retailers to provide a platform where customers feel like they are using one, dealer-branded system, rather than being signposted to different platforms run by different providers."

Within a few years, eDynamix offered Service Plan, iVHC, a service and MOT CRM system, and its own video platform.

More recently, it has developed lead management and digital marketing solutions to support amber service reminders and sales enquiries, web-based stock (Stock Master) and sales (Sales Desk) management applications, and online service bookings direct to a retailer's DMS.

“WE WANT TO HELP RETAILERS TO PROVIDE A PLATFORM WHERE CUSTOMERS FEEL LIKE THEY ARE USING ONE, DEALER-BRANDED SYSTEM”

IAIN NICKALLS, EDYNAMIX

New for 2019, its AutoPoint Lockers offer increased convenience for more time-pressed aftersales customers, while individually tailored service plan bundles have embraced the perceived shift towards subscription and mobility solutions by incorporating roadside assistance, vehicle insurance and extended warranties.

Now, eDynamix is preparing to streamline all its systems under its recently developed Web Master platform, linking all of these tools via a customer-facing website platform for car retailers.

Nickalls said: "The platform includes a

fully brandable front-end customer view and integration with all these tools. It means that retailers no longer have to worry about third-party plug-ins, because we supply all the systems.

"Of course, we're not big-headed or naïve enough to think that dealers will immediately adopt all our systems – there are different long-standing relationships and contracts to think about – so they can integrate the system with whoever they like, but it is great to be able to offer that full solution."

Nickalls said open integration, accessibility and simple usability by dealership employees have always been central to eDynamix's philosophy. Earlier this year, it joined the CDK Global Partner Program to offer greater flexibility to its clients.

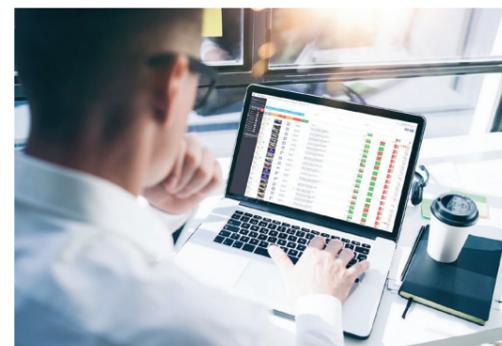
Integration has also been achieved with a number of industry data providers, such as the DVLA, DVSA, VOSA, Auto Trader, Glass's, Cap HPI, TPS and MPS.

In its development from a service plan provider to a full aftersales, sales and lead management provider, Nickalls said the aim was always to facilitate dealers' ability to manage a customer throughout the service life cycle.

Research conducted by eDynamix found that for a dealer to deliver its best possible performance, then clean, accurate data was needed.

Data from 10 dealer groups showed that 51.7% of customer records had a missing or incorrect MOT date, hampering the potential for retention-driving service or MOT reminders.

Nickalls said: "In more than 41% of



records, the MOT date quoted was incorrect by more than six months and in 8.2% of cases the vehicle had actually had an owner change, meaning that any reminder was a complete waste of time."

Once the data is accurate, Nickalls added, then each of eDynamix's aligned systems can step into gear.

Customers can book their service or MOT online, via eDynamix's online booking system, using a link from an automated reminder that can be sent via email, SMS or direct mail.

If customers choose to use a dealership's AutoPoint Lockers – already successfully trialled by Volkswagen retailer Parkway Motor Group – the system will issue a unique QR code for an assigned locker.

When the customer arrives at the dealership, they can then access the secure locker using the code, before using the iPad-based iVHC Digital Reception (DR) module to check in their vehicle. This alerts staff that the vehicle is on site.

On completion of the vehicle health check using the iVHC system, the customer can view their report online, with supporting videos and photographs taken through eDynamix's VIDEO1st platform, authorising and paying for the work at the same time.

If customers do not have a service plan, dealers can send them a link, offering the opportunity to configure and take out a plan online before they return to collect the vehicle.

During the check-out process using iVHC DR at the AutoPoint module, customers can also book future amber work through an internal version of online bookings, or opt for a new 0% APR payment plan that allows aftersales invoice payments

to be made in monthly instalments.

Nickalls said the next development of the aftersales platform will add augmented reality to illustrate the red and amber reminders during a technician's video tour.

He believes such technology will help to move the automotive retail sector into an age in which customers have started to expect 'Amazon-like' levels of customer service.

Speaking to AM earlier this year, Nickalls said: "Sure, you can have a new car delivered to your door now, but aftersales is lagging behind the curve and that comes down to many legacy and disparate systems. It's about bringing those things together, into one platform, for both retailers and consumers."

In fact, it was Amazon that drove the

development of eDynamix's own AutoPoint Lockers. Nickalls said: "With other similar systems out there in the market, you have to put your keys in an envelope and write on it, but ours is fully automated and mechanical. The idea came from Amazon lockers."

Among the other new initiatives from eDynamix is the Sales Desk marketing platform. Fully integrated with Auto Trader, it allows retailers to coordinate their advertising efforts and respond to sales enquiries with photo and video assets.

The new Stock Master system, meanwhile, adds a level of scrutiny and tracking to retailers' group stock in an attempt to drive stock turn and profitability.

The workforce at eDynamix has had to grow in line with its enhanced service offering and headcount has risen by more than 30% in 12 months. The business, which started with three members of staff, now employs 111.

A new, purpose-built office and an academy training 10 future staff are part of the plan to further boost eDynamix's resources from its current 80-strong support and development team.

Offices in Northumberland and a new UX (user experience) centre in Derby are central to the dealer-facing operation, with account managers supporting retailers directly.

Nickalls said: "At the moment, our aim is to continue to develop our working relationships with the clients that we have."

"With the new systems and the benefits we can bring to businesses, there's plenty of opportunity for us and we cannot wait to help more retailers realise the full range of benefits presented by a fully integrated eDynamix system."



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