

# Give aftersales customers the self-serve option

As aftersales customers begin to embrace an 'Amazon age' of self-service solutions and out-of-hours convenience, eDynamix is responding with a suite of solutions to provide a digitised end-to-end platform for car retailers.

The company has broadened the scope of its expertise in service plans, electronic vehicle health check and automated CRM to include augmented reality, to support its sales and aftersales video capabilities. But at the same time, it is delivering an integrated set of web-based stock- and sales-management applications to drive new levels of functionality and user-friendliness for retailers and customers.

The imminent introduction of new, individually tailored service plan bundles – incorporating roadside assistance, vehicle insurance and extended warranties – and self-serve AutoPoint lockers for aftersales customers is set to streamline an even wider range of dealer services into a CRM system under a single log-in.

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**THE PRINCIPLE WE ARE WORKING TOWARDS IS FULLY SELF-SERVE SYSTEMS, TO BENEFIT THE CONSUMER AND THE RETAILER**

IAIN NICKALLS, EDYNAMIX

benefit the consumer and the retailer," said director Iain Nickalls.

"We use the supermarket example, where you might do your shopping at home at night, but you have the groceries delivered and in the cupboard at a time that's convenient to you.

"That is the way the motor sector has to go, ultimately.

"Sure, you can have a new car delivered

to your door now, but aftersales is lagging behind 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."

Since it was founded in 2010, eDynamix has helped retailers to manage their aftersales operations through service plans, electronic vehicle health checks, pushing out service, MOT and red and amber work reminders to customers via calls, automated emails and SMS messages, with direct links to online booking forms.

Now it wants to improve the efficiency of customers' interactions with aftersales departments, through the use of AutoPoint lockers.

New for 2019, eDynamix's AutoPoint lockers are being trialled by Volkswagen retailer Parkway Motor Group, which represents VW across four dealerships, in Derby, Leicester, Kettering and Northampton.

Built at a facility near eDynamix's Derby offices, the lockers are equipped with integrated iPads and allow customers to drop off and collect their keys during aftersales appointments. AutoPoint lockers are fully integrated with all other eDynamix systems.

Customers can book their service online, via eDynamix's online booking system, using a link from an automated reminder.

If they choose to use an AutoPoint Locker, the system will issue a unique code for their assigned locker. When they arrive at the dealership, they can then access a secure locker using their unique QR code or an access code on their mobile phone.

Once they have used the iPad-based iVHC Active Digital Reception (ADR) module to check their vehicle in – alerting staff that the vehicle is on site – they can then put their keys in the locker and leave.

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

For those customers without a service plan, a link can be included offering the opportunity to configure and take out a plan online prior to returning to collect the vehicle, where the keys will be waiting in an AutoPoint Locker.

During the check-out process using iVHC ADR in AutoPoint, customers can also book future amber work through an internal version of online bookings.

They will then receive an email and SMS reminder in the weeks leading up to the booking, with a link to amend it through the online bookings platform if

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circumstances have changed.

Nickalls said: "AutoPoint Lockers are a really exciting development for us, because I don't believe anybody else out there has anything like this.

"With other similar systems out there in the market, you have to put your keys in an envelope and post it, but ours is fully automated, mechanical and integrated with all other products. The idea came from Amazon lockers."

Among other new systems delivered by eDynamix is Sales Desk, a sales lead enquiry management system that allows retailers to coordinate their advertising efforts and respond to sales enquiries with photo and video assets.

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

Nickalls said: "At the moment, many retailers' stock data is very much siloed into individual sites. This system brings everything together in one place, into a platform which is integrated with Auto

Trader and CAP and utilises our own VIDEO1st imagery functionality.

"You can see how the car is performing online, compared with other similar vehicles elsewhere in the country.

"It's all helping retailers to reduce the number of days in stock.

"If you have 300 cars in stock, you only have to reduce your number of days in stock by three to realise a £12,000 saving."

In the past 12 months, eDynamix has devoted itself to broadening its array of services to meet retailers' needs across the full spectrum of stock marketing and management, lead enquiry, and aftersales services, including the provision of augmented reality within its iVHC and VIDEO1st platforms.

Integration has been achieved with a number of industry data providers – including data providers such as the DVLA, DVSA, and VOSA, Auto Trader, Codeweavers, CAP HPI, TPS and MPS – and it has also signed up to CDK's partner programme.

"The new relationship with CDK was

really important for us, because that means that we can now read and write straight into the DMS," said Nickalls.

eDynamix's workforce has had to grow in line with its new services. Its headcount has risen by more than 30% in 12 months, particularly in the support and research and development sides of the business.

A new, purpose-built office and an academy training 10 staff opened in March 2019 to further boost eDynamix's resource from its current 100-strong team.

In the UK, offices in Northumberland and a new User Experience centre in Derby are central to the dealer-facing operation, with business development managers supporting retailers directly.

Nickalls said: "It's a very important time for us. Not because we are nervous about all the new products. We know they work well and it's exciting to see them entering the market. The key challenge is to remain focused on the service we provide to retailers.

"We have developed a strong reputation for delivering and supporting at a high level and we will not jeopardise that."

