The AM DEALER TECHNOLOGY GUIDE

DEALER TECHNOLOGY GUIDE
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Sponsored by **RAPID** RTC

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Sponsor's welcome

Pontus Riska, Vice-President, Sales & Support – UK

RAPID RTC is a multinational digital communications company that specialises in automotive, serving 4,000 retail and manufacturing clients around the globe. We focus on improving businesses' digital communications and customer engagement practices by seamlessly connecting online shoppers in real-time, using their preferred channel, with salespeople who are not busy with showroom walk-ins. Our brand promise is to bring value to our clients by placing their customer at the core of everything we do. Through the right mix of technology and human interaction we ensure a premium omni-channel customer experience throughout the online purchase journey. We have internal expertise – approximately 20% of our staff have worked directly in the automotive industry. By understanding each client's business holistically, our applications and support are industry-leading for local and global adaptations. RAPID RTC is headquartered in Winnipeg, Canada, with offices in Toronto, Canada; Paris, France; London, UK; Dallas, USA, and is part of the DMT Group of companies. DMT Group was founded in 1996 and is privately held.

RAPID RTC

For more information on our products, call 0800 014 8011, email sales@rapidrtc.co.uk, or visit rapidrtc.co.uk

A

AUTOMATED NUMBER PLATE RECOGNITION (ANPR)

Roadpixel

Roadpixel's RPX-SMARTCLIENT is a turnkey system that helps dealers develop a closer working relationship with VIP clients, helping to build customer loyalty. The system also gives sales teams the heads-up when a prospective customer arrives, making the meet and greet process more seamless, and, if they are on the database, it informs them if their vehicle is approaching the end of its contract term. Also, it reduces waiting and check-in time, improving the overall customer experience and increasing retention, as well as alerting staff to sales opportunities. The system also enhances site security, with the ability to easily set up alerts to pick up unexpected vehicle movements, such as an unsold vehicle leaving the premises.
www.roadpixel/anpr-car-dealership-security-system

AUTOMATED TYRE TREAD MONITORING

Sigmavision

The TreadReader tyre measurement system improves the way in which tyres are measured, allowing dealers to increase tyre and service sales, such as wheel alignment. By detecting accelerated tyre wear and diagnosing problems early, they can also go a long way to improving customer satisfaction and retention. The 3D tyre scans can be presented to the customer within a vehicle inspection report, and will inform the owner of the importance of tread depth by showing the pattern using colour coding. They also identify any unusual wear patterns due to wheel misalignment or suspension problems. The scan may indicate the need for immediate tyre replacement, or to schedule an appointment at a later date.
www.treadreader.sigmavision.com

Hunter Engineering

Hunter Engineering's Quick Tread Edge is a new scanner that automatically measures the tread depth of each tyre from edge to edge as the car drives over it, testing a 10-centimetre patch on each tyre in just three to five seconds. The scanner improves accuracy, particularly for edge wear detection, and eliminates the guesswork involved in a manual inspection. It also requires no labour and in turn can help dealers sell more tyres to maximise their workshop revenue. The scanner is designed to work seamlessly, even in wet conditions, because it is constructed using corrosion-resistant stainless steel with what Hunter refers to as self-cleaning air-knife technology, meaning it therefore has low service and maintenance costs.
www.hunter.com/vehicle-inspection/quick-check/

C

CONSUMER FINANCE AND COMPLIANCE

Alphera Financial Services

Alphera's new e-retail platform allows customers to complete finance applications online. The platform can be integrated with existing systems and, in some cases, used to adapt entire sales processes to improve efficiencies in the motor finance application process. It gives the customer complete transparency of the finance deals available for their chosen vehicle, enabling them to build their desired finance package and make a decision in their own time. This also gives the dealer an opportunity to evidence a fully compliant finance sale because the customer is in complete control of the process and has full transparency of the finance options available to them. The platform's availability has proven to be particularly beneficial during the COVID-19 pandemic, enabling

remote finance applications during lockdown and with social distancing in force.

www.alphera.co.uk

Black Horse

Black Horse's Sign-It Anywhere (SA) digital service allows customers to authenticate and sign credit agreements online without the need for signature pads or software updates. Launched in March, SA gives customers the opportunity to review and sign their finance documentation at any time and anywhere, via a secure portal on any device. The service is safe, seamless and simple to use; offering customers a simple onboarding experience, while freeing up dealers to focus on more value-added tasks. In May, SA was upgraded to compliment a contactless home delivery of customer vehicles. More than 30,000 customers have used SA since its launch, while in excess of 1,600 have signed their finance agreement through the portal and received their new car at their home. More than 3,000 dealers have also signed up to use SA.

www.blackhorse.co.uk/dealer/why/systems-and-support-tools

Startline Motor Finance

Startline Motor Finance has started working on motor finance processes with dealers intending to offer online-based home delivery used car sales. This will help with the provision of fast, easy to use, robust and compliant hire purchase and personal contract purchase solutions. By bringing the entire process online, points of contact can be minimised or eliminated at vehicle handover, including signing a paper motor finance agreement. Dealers can also tap into a new market of car buyers who have safety concerns because of the current COVID-19 pandemic situation.

www.startlinemotorfinance.com

COURTESY CAR MANAGEMENT

AX

AX Connect includes a full range of connected vehicle devices such as traditional telemetry and tracking devices, dash-cams and covert trackers. These devices, which are powered by user-friendly management software and apps, provide valuable information and alerts on the vehicle's location, driver behaviour, utilisation and accident reporting. They also remove any areas of dispute over speeding fines and congestion charges. AX Replace provides a replacement vehicle once a non-fault claim has been qualified and takes over liaison with the relevant parties. It also ties in with AX Repair, which ensures customers' cars are sent to an approved repairer or bodyshop.

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

Cooper Solutions

FullCover is a fleet management system which tracks all vehicle movements within a dealership. The system streamlines the handover process for customers, provides an online driving licence checking facility and can generate extra revenue through the use of collision damage waivers. It also means less administration for service and sales teams, provides accurate monitoring at user, dealer and group level and allows dealers to fulfil their duty of care for their team, customers and the public. Customers also have peace of mind that their data is being protected.

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

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Three60 CRM

THREE60 CRM has developed three new features for its CRM software over the last 12 months, focused on boosting aftersales, profitability and retention. Cleanse-As-You-Go provides dealers with daily data validation, cleansing and enhancement. The automated marketing allows dealers to send tailored, persuasive communications at the click of a button. The Lead Scoring algorithm uses advanced propensity modelling to automatically prioritise contacts based on profit, retention and likelihood to convert. Hot Leads makes sure that no leads fall through the gaps due to its real-time tracking, enabling dealers to instantly and effectively follow up with customers who have shown an interest but have not yet converted.

www.three60crm.com/#/services

Helping dealers adapt to digital transformation

Our industry's digital transformation is accelerating fast. Pontus Riska, Vice-President Sales and Support for RAPID RTC, and Paula Kemp, Marketing, HR and IT Director for Birchwood Group, share insights on how dealers can adapt

Q Within the next two years, what factors will be important for the dealership sales process to adapt to? And why?

A **Riska:** In conversations with retailers who use our tools, we hear that most enquiries are now digital. Even before lockdown, the average car buyer spent 13 hours researching online and 3.5 hours at a dealership (CMO Survey) – 270% more time spent online. This change was already well underway, but has been accelerated due to COVID-19. We believe customers were already spending much of their journey in the digital space and, as we move forward, that space is where they'll be won or lost. However, the dealership visit is still highly valued – 80% still want to test drive before buying (What Car?). Dealers only get one first impression, which is based largely on customer expectations for fast, quality and consistent responses regardless of enquiring digitally or physically. In customer experience, dealers with seamless transitions between digital and physical will take the lead.

Kemp: The shift in consumer behaviour fast-tracked by COVID-19 means our adaptation must assume the customer knows more than ever before about the product – even before their first contact. They'll want a seamless purchase process and have more control over how they interact with us. Decisions on how and when to view the product will be made based on what suits them and their preferences, not our opening hours. As customers move toward a purchase decision, they want to be able to dip in and out of communication whenever they choose – without the need to visit a physical showroom, if they prefer not to.

Q What does the current car buyer journey look like? Based on the current landscape, in what ways do you see it evolving?

A **Riska:** Buyers today are incredibly connected and know how they want to use digital channels. Online information is accessible on everyday platforms (even watches!), and 80% of shoppers use multiple devices to research a vehicle purchase (EY). Video is also growing: three-out-of-four car shoppers say online video influenced their shopping habits or purchases, and we've seen three times higher engagement when video is included in our email communications (RAPID RTC). Evolution is likely going to mean a further personalised journey, with some wanting to complete most of the process online (even all of it) and others still preferring the traditional approach. Key is to recognise these different behaviours and have communication channels available for all.

Kemp: Despite our progress in recent years with digital engagement and our online success during lockdown, I did notice that, post-lockdown, our teams' engagement with digital dipped slightly as they returned to

their traditional showroom environment. For some customers this may always be their preferred route, but the journey has already been evolving into a more digital landscape. The key to the evolution is our sales teams engaging with customers in all environments – giving the customer choice and control.

Q How has COVID-19 affected the current sales process so far? What will the lasting implications be for dealers?

A **Riska:** In light of COVID, digital communication and online commerce are on fast-forward as customers interact with dealerships digitally much more frequently. Our Dealer Insights team reported that from March-August 2020, chat volumes for our live chat product increased 81%, while 2020 volumes were consistently higher than 2019 over the same period. A lasting change we'll see is an even larger chunk of ad spend being dedicated to the digital space – a global study by Zenith Media says 62% of the UK auto industry's ad spend in 2019 was already being invested in digital, and predicts digital is the only channel automotive brands will spend more on in 2022 compared with 2019.

Kemp: We adapted during lockdown when, from day one, we were able to offer a full end-to-end digital purchase process. In the main, we have now reverted to our previous process with the exception of test drives. These remain unaccompanied, and both customers and sales executives like this change. While the use of online purchasing has been better received in sales teams since then, we still have a long way to go. The lasting implication is, I believe, that consumers will demand even more choice and flexibility in how they interact with dealerships, since they'll now experience these options more commonly with businesses in other sectors.

"THE AVERAGE CAR BUYER SPENDS ABOUT 270% MORE TIME ONLINE THAN IN THE SHOWROOM

PONTUS RISKA,
VP SALES & SUPPORT, RAPID RTC

Paula Kemp, marketing, HR and IT director, Birchwood Group

"WE SAW A 26% HIGHER CONVERSION-TO-SALE RATE WHEN ONLINE CUSTOMERS COULD CONNECT WITH A SALESPERSON IN REAL-TIME

Q How would you describe the role of digital communication tools in dealer/customer relationship-building?

A **Riska:** When we consider the average millennial today is about 32 years old, we see that digital communication has already been a pivotal aspect of relationship-building for some time. Working with a top manufacturer, we saw a 26% higher conversion-to-sale rate when online customers could connect with a salesperson in real-time (RAPID RTC).

This demonstrates that digital tools are most effective when they connect salespeople and shoppers the same way as in the dealership: the people using the tools are the key to building trusting relationships online. Man and machine – working together – enhance our interactions and help form closer connections online.

Kemp: Digital communication tools are vital because they let you add the human touch to a digital process, while offering consumers the choice and control they're looking for when shopping. Human connection will always be crucial in communicating with car buyers, even when we use technology to build relationships with them. The tools can't build relationships without the people. Our industry needs to learn from the retail high street giants who lacked a clear digital strategy, resulting in loss of market share and in some cases, total collapse.

Q **In terms of customer experience, why is the movement toward omni-channel important? What does this mean for dealerships?**

A **Riska:** Generally, it means evolution rather than revolution – 54% of consumers would buy from a dealership offering their preferred experience, even if it didn't have the lowest price (Autotrader). Since omni-channel is often confused with multi-channel, it's important to distinguish them. For clarity, we'll define that omni-channel means a retailer's shopping experience is always the same, regardless of channel (digital or in person). Multi-channel doesn't offer cross-channel consistency: for example, if shoppers connect with a third-party agent when they live chat, but connect with a salesperson when they email the same dealer. Omni-channel ensures dealers avoid inconsistent experiences like these that can cause shoppers to look elsewhere.

Kemp: Though customers interact with us digitally much more often, we can never know how or when they'll do so, making omni-channel experiences critical. When they reach out, we want their experience to be what they expect, which means it can't differ from channel to channel whether they email, live chat or walk into our showroom. Collectively, it will be important not to resist the assistance of digital tools in

Customer view – live inventory tour

Live Dealer activated – two-way video enabled
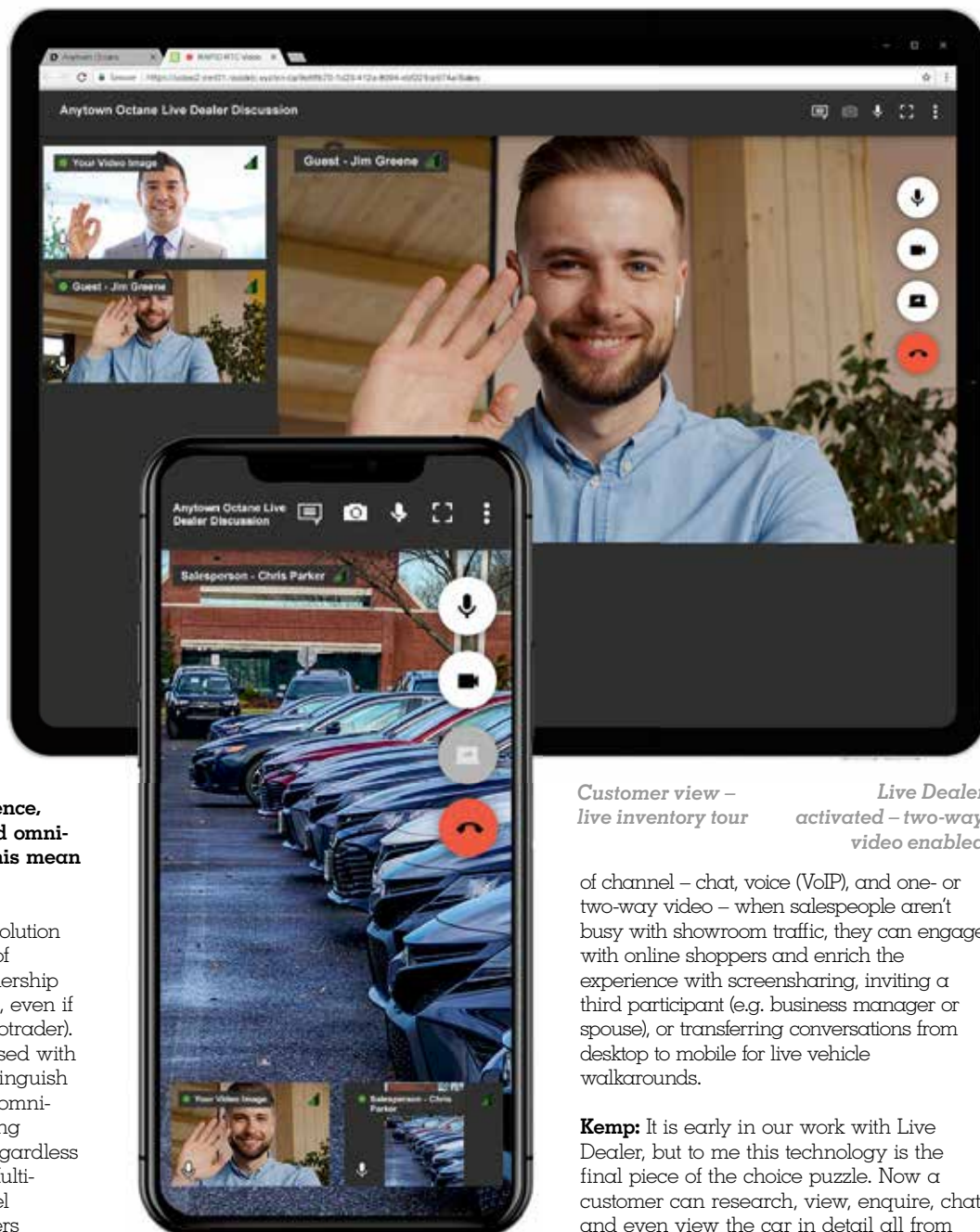
helping us deliver a consistent experience so we can ensure all paths to purchase are equally appealing.

Q **What sets RAPID RTC Live Dealer apart? How does the platform benefit both dealers and customers?**

A **Riska:** As buyers increasingly seek experiential shopping experiences (which look different for every individual), Live Dealer is the industry's first fully integrated omni-channel platform that facilitates the sales process digitally. Online shoppers seamlessly connect with salespeople in real-time via their choice

of channel – chat, voice (VoIP), and one- or two-way video – when salespeople aren't busy with showroom traffic, they can engage with online shoppers and enrich the experience with screensharing, inviting a third participant (e.g. business manager or spouse), or transferring conversations from desktop to mobile for live vehicle walkarounds.

Kemp: It is early in our work with Live Dealer, but to me this technology is the final piece of the choice puzzle. Now a customer can research, view, enquire, chat and even view the car in detail all from wherever they want to be, using whichever channel they're most comfortable with – while our sales executives only need to learn one tool to engage with them at any point during the digital journey. With our ability to facilitate online purchasing, it closes the loop between the in-store and online experiences and completes the digital journey.

Visit: www.rapidrtc.co.uk
Email: sales@rapidrtc.co.uk
Phone: 0800 014 8011

Are you letting customer feedback do the talking for you?

It's more important than ever to effectively manage your online reputation

By Anthony Gaskell, Managing Director – EMEA at Reputation.com

Nobody could have predicted how 2020 has turned out so far, and as for 2021, that's anyone's guess! But, if one positive has come out of this year, it's been the speed in which digital transformation, especially within automotive, has occurred.

Automotive dealers and brands will require a heightened focus on reputation and CX management so they stand out online against the competition as fewer people opt to visit dealerships.

We're seeing tons of new trends within automotive, whether it's in-depth videos of vehicles, 1-2-1 online walkarounds and viewings, contactless ordering and delivery or something else, it's all happening within automotive.

Of course, not everything is positive. The industry is seeing job losses as more than 250,000 vehicles were not manufactured as expected across

> **"It's so important to display a positive image online when someone searches for your dealer group"**

Europe this year and the fallout from Brexit is still rumbling on. But the industry carries on.

Managing your digital front door
Reputation.com has previously written for AM-Online about the digital front door, and the importance of Google, in particular, to success online. But now, more than ever, it's so important to display a positive image online when someone searches for your dealer group, one of your locations, or even does a *search like 'car dealers near me', or 'Vauxhall showroom near me' for example.

Our research, originally published as part of our well-received 2020 Automotive Reputation Report, looked at thousands of automotive locations across the UK

and found that dealers who effectively manage their online reputations see up to a 10% increase in average sales volume compared with those who don't. The opposite is true as well: Dealers whose Reputation Scores drop see a corresponding decrease in sales. More than three-quarters (76%) of people do research online before they even step foot into your dealership. So, now that people are online more than ever, this number will only increase.

What are my next steps?
Auto dealers of any size, but especially those with multiple sites, need to keep on top of their online footprint. A single location should have profiles on Google My Business, various listing sites, social media and more. For a multi-location group, that just multiplies and gets to a stage where it becomes unmanageable without the right software.

Reputation.com provides the global automotive sector with the most comprehensive Reputation Experience Management platform available today. In the UK, we work with the largest brands in the business, from groups including Arnold Clark, Inchcape, JCT600, Lookers and more; to manufacturers including Hyundai, Kia, Renault, and Toyota.

We know this industry unlike any other platform, so if you're looking to take control of your online reputation via reviews, social media, business listings, your surveys or more – get in touch for a discussion on how we can help.

Additionally, the 2020 Automotive Reputation Report mentioned earlier has recently been updated for the second half of the year, check it out and download the full version at reputation.com/resources.

C-D

Marketing Delivery

Marketing Delivery's Real-time Click Alert immediately notifies a dealer when a potential customer views a specific vehicle advert. Offered as standard with its Car Alerts system, the technology can detect when that customer opens the email and clicks to view one of the available vehicles. It then automatically sends an alert to the dealer with their contact details and the specific model viewed.

The Car Alerts system aims to keep would-be buyers engaged with a dealership while they are looking for their ideal vehicle by automatically generating and distributing tailored emails to potential customers that have enquired about a used car. This keeps them up to date with new arrivals in stock and any price changes on relevant existing models.

www.marketingdelivery.co.uk/solutions/sales-crm

eDynamix

eDynamix's Stock Master is a platform for managing vehicle stock and improving stock turn while reducing days in stock. The platform, which comes in manager and sales team versions, is fully integrated into AutoTrader and allows dealers to post adverts directly to AutoTrader. It manages stock and adverts on the dealer's website, thus reducing time to publish on the web, and takes video and photo feeds from eDynamix's video platform VIDEO1st. The integration with AutoTrader also enables dealers to receive key performance indicators and competitor information so they can price their vehicles correctly in order to improve sales.

www.edynamix.com

Contact Advantage

Contact Advantage's Claro is the next generation of CA: Automotive. The showroom CRM solution has been piloted by two dealer groups and goes live in early October. The new version, which is modeled on the Vue.js framework, simplifies and makes the showroom process more efficient and quicker for the user through the use of dynamic configurable dashboards. It allows the dealer to build their own dashboards to look at a range of options including stock, enquiries and diary entries and appointments, all presented in a highly visual form using a colour-coded system.

www.contact-advantage.com

D

DISPLAY TECHNOLOGY

Samsung

Samsung Business TV is a scalable solution for car dealerships and showrooms and is well suited to customer waiting areas. With a built-in TV tuner, it provides an easy and flexible way of

D

displaying signage content and accessing live television. Business TV screens can be controlled directly from the app via a mobile phone, with no dependence on existing computer infrastructure. Simple to set up and use, Business TV provides a wealth of display benefits for dealers on a smaller and more flexible scale. It also comes with a three-year commercial warranty.
https://displaysolutions.samsung.com /digital-signage/business-tv

Luminati

Luminati supplies three main digital advertising displays into car showrooms. These include large video walls playing corporate videos on loop; video screens, often supplied in sets that sit above reception areas showing corporate messages and sales information; and integrated video screens designed into product displays such as tyres and wheels, showing detailed information of that particular product. It also provides playtables for use in showrooms, particularly at product launch events, offering a reception type area for the sales team to be based and have large storage areas for promotional information. Branded in full colour with RGB LED lighting, they provide an eye-catching base for the team to speak to and collect visitor

information. Luminati also supplies display cabinets featuring car parts or merchandise.
www.luminati.co.uk/showroom-displays

Zerolight

ZeroLight's Re: Connect is a package of three cloud-powered visualisation solutions – Reveal, Concierge and Display – that address the challenges caused by social distancing by reconnecting dealers with their customers and cars. Re:Connect allows dealers to remotely establish a connection and share their stock cars with customers. Concierge is a cloud-streamed 3D configuration product that brings the dealership online by creating a shared one-to-one sales experience for dealers and customers. It also enables both parties to join the same configuration experience, with the customer able to control their viewpoint while the dealer takes them on a virtual tour of the car's configuration options, accessories, and key features.
www.zerolight.com

DEALER MANAGEMENT SYSTEMS & ACCOUNTS

CDK Global

CDK Global's Visualiser and Visualiser Advanced

platforms automate data collection and visualisation to provide actionable intelligence for dealers. Part of the Connected Analytics product suite, they integrate with Autoline and Autoline Drive Dealer Management Systems (DMS) and can be viewed anywhere on any device. Visualiser gathers operational and financial data from a DMS and displays it in intuitive dashboards, giving dealers an instant overview of performance by a site, multiple sites or franchises, comparing results side by side. It provides operational and sales figures, enabling dealers to invest in areas that will maximise returns. Visualiser Advanced gives even deeper insight and is tailored to different levels and roles within a team, using custom dashboards and reporting.
www.cdkglobal.com/en-gb/analytics/visualiser

Pinewood

Pinewood's Adobe Sign allows dealers to get approval for repair work by requesting an electronic signature before the vehicle arrives. The new tool also eliminates the need for filling in physical paperwork at the dealership. Customers can initially review and sign the job card remotely as well as track the vehicle's progress online and electronically approve any additional work required using the integrated health check

Dealerweb

The lead management system that's a perfect fit for your business.

DealerwebShowroom
The ultimate enquiry management tool

DealerwebReact
The ultimate lead response tool

For over 15 years, Dealerweb has been instrumental in transforming the lead conversion rates of franchise dealers across the globe.

In this past year alone, we are proud to have helped over 13,000 users successfully process over 3 million leads in over 1,500 dealerships globally.

Contact us now and find out how we can help make 2021 your most profitable year yet - **01392 247477 | dealerweb.org**

Drive dealership success with the UK's most trusted showroom lead management system

The retail automotive industry is facing an unprecedented period of change. To thrive in this challenging environment dealers and OEM's need technology partners who are reliable, agile and innovative, reacting quickly to drive efficiency through the sales process.

Dealerweb has invested in its people and technology ensuring they continue to lead the industry in sales lead management. The all new showroom platform is built on the very latest technology and deploys the features, useability and integrations you would expect from people with over 15 years' experience in developing lead management solutions.

The new system is fully responsive and has been designed to work on all mobile devices, including both Apple and Android, as well as traditional desktop and laptop machines, thus enabling users to maximise their interaction with customers.

As a trusted and experienced partner, Dealerweb have put their customers' success at the heart of its business and enjoys strong and long-lasting relationships with dealers large and small as well as many OEM's.

Dealerweb's core Showroom product is modular and scalable, enabling all shapes

and sizes of sales departments to manage leads effortlessly and effectively. Ongoing customer contact is supported throughout the sales funnel, whilst integrations with a wide variety of other systems from DMS's and Compliance Providers to Finance Providers improve efficiency and saves costs.

Reporting is a key strength of Dealerweb with accurate, reliable, real time reports covering all aspects of sales activity and performance. The Dealbooks module provides detailed and accurate DOC profit reporting, allowing a comprehensive, real-time analysis of the business, driving volume and profit improvement.

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

mobile app or by email and the fastest finger first then picks up the lead and chooses the most appropriate response for the customer. We all know that incoming leads need to be responded to quickly and professionally, React is tailor made to make this as easy and effective as possible, increasing the conversion rates on these fast growing digital lead sources.

Combining Dealerweb React and Showroom provides the dealer with the most powerful, reliable and effective sales tool in the market today. Dealerweb provides full end to end visibility of the customer journey, from enquiry to conversion, maximising sales volumes and profitability, whilst enhancing efficiency and compliance.

With the sales process in one ecosystem and cutting-edge technology, levels of useability, functionality and integration, Dealerweb continues to lead the industry in helping dealers sell more vehicles, more profitably.

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

and video solution while it is being worked on. Adobe Sign is free for all dealers using Pinewood DMS.
www.pinewood.co.uk/overview/crm/

Gemini

Gemini's Open System Interface allows dealers to update their EvolutionDX DMS data directly from third party applications accurately and automatically through a two-way integration, saving them time and money. It also ensures they are only paying for the services they need rather than multiple licences for users of their DMS. The Application Programming Interface gives Gemini's partners access to customer account, vehicle and stock information, as well as service booking availability. Partners include Key Tracker, Manheim Auctions, Reef Business Systems, 67Degrees, IOData, AutoSLM, Autoweb Design and CloseIt.
www.gemini-systems.co.uk/open-system-interface

Reynolds & Reynolds

The Reynolds & Reynolds Power DMS provides dealers with the tools they need to manage every part of their business, streamlining workflows, boosting efficiency and cutting costs. The DMS features fully customisable operating controls, running in real time to provide accurate performance data. It also has bi-directional integration with Contact Advantage's Claro, a cloud-based suite of mobile showroom applications. By placing links on dealership websites, emails, and newsletters, the DMS enables customers to book their service online. It also allows dealers to view all their workshop, technician and service activity with detailed data on every job. Additionally, the system provides a wealth of customer information to help dealers throughout the sales process, including a complete customer contact history. Its detailed audits and reporting enable dealers to track all their financial activities. With a comprehensive suite of integrated software applications, Power is user-friendly, function-rich and a well-supported DMS, helping manage the modern dealership by providing a strong foundation while delivering a better customer experience.
www.reyrey.com/solutions/dms

Click Dealer

Click Dealer's ClickStock portal allows dealers to source the right stock at the right time and price. With full online access to Aston Barclay's used stock catalogue, dealers can place proxy bids on the vehicles from within the portal with pre-sale and buy-now functionality. Once a vehicle has been sold and a replacement is required, ClickStock uses data insight from the dealer's DMS to notify them of optimum stock upcoming at Aston Barclay auctions. The system will also make suggestions on vehicle market pricing and profit margins to ensure the dealer increases stock turn and profitability. Once vehicles have been acquired through ClickStock, they are automatically added to the dealer's ClickDMS with images, so they can be pushed out to the advertising portals before they have left the auction premises.
www.clickdealer.co.uk/clickstock/

Dragon2000

Dragon2000's integration with DocuSign allows dealers to digitally sign paperwork. The integration with the DragonDMS enables dealers to send vehicle order forms and invoices to customers to e-sign. Service job cards and invoices can also be digitally signed by the customer for collection and delivery. Once signed, the DragonDMS automatically updates to show it has been completed. It also allows for multiple signatures on one document for order forms or if more than one part-exchange is involved. The new integration also minimises physical contact during the COVID-19 crisis, thus reducing the risk of infection.
www.dragon2000.co.uk/dealer-management-system/

E

ELECTRONIC DOCUMENT MANAGEMENT SYSTEMS

Arena Group

Arena Group's 'mstore for automotive' enables dealerships to replace paper-based deal files, service, warranty, affinity, HR and other processes with more efficient, secure and flexible digital documentation and workflows to improve security, efficiency, flexibility and compliance. The platform can be customised to specific manufacturer and dealership needs and can be integrated with third-party software. Dealerships can maintain a fully audited trail, access documentation remotely, centralise and track workflows while remaining compliant with GDPR and FCA regulation. Functionality includes digital signatures, recall lookups, digital job cards, and AI technology to automate filing from multiple sources, including diagnostic reports and third-party systems. The BMW retailer platform, developed with BMW UK was awarded Highly Commended in the new product category at the 2020 *AM* Awards.
https://www.arenagroup.net/automotive

CMS Software

Textstor Enterprise Report Management and Electronic Document Management software allows paper documentation such as accounting reports, purchase orders and sales invoices to be stored electronically. The system has been designed to overcome problems surrounding the storing and retrieval of paper documents. By 'capturing' documents produced on computers such as report spool files, TIF and PDF, the system indexes and archives them to a network server. Document scanning and storage is also provided.

Textstor stores and retrieves large volumes of paper documents produced on computers providing a solution to the storage and security, issues of archiving paper-based versions.
https://www.cmssoftware.co.uk/products/textstor/

MotorDocs

Cloud-based platform MotorDocs enables dealers to remove large volumes of paperwork from the business and manage documentation digitally. Workflow can be tailored through the platforms to align with the retailer's sales and aftersales processes.

The system, which runs on Microsoft's ISO 27001 accredited Azure platform, helps improve compliance processes, saves time, reduces costs and improves efficiencies, in turn boosting the customer experience and aiding CSI performance. Its deal file platform iDealFile allows for the creation and management of post-sales documentation, automatically extracting data direct from the DMS or other third-party software, minimising scanning requirements. Digital documentation management in aftersales is provided via iServiceFile and its secure file sharing and signing platform iShare allows users to share multiple documents and action requests via one email link.

Cloud-based documentation management, document sharing and signing platforms for sales and aftersales provide a fully audited digital trail, storage and retrieval facility.
www.motordocs.co.uk

ELECTRONIC VEHICLE HEALTH CHECK

Autoconnect

Autoconnect's handheld electronic health check application is compatible with smartphones, tablets and PCs providing a straightforward eVHC management system, with the ability to print and store information.

Accessible via the web, it requires no software installation and includes photo capture functionality. SMS and emails which alert customers when work is required are automated.

The system incorporates reporting for management overviews and usage analysis, as well as diary reminders for customer contact. Technician login is by PIN while the system is designed with distinct work categories and built-in descriptive fault codes with the option to add notes and unlisted items.

Autoconnect's eVHC is a web-based application, enabling dealers to undertake health checks and manage deferred work with an automated follow-up contact process.
http://www.evhc.co.uk/

AutoVHC

AutoVHC's cloud-based electronic vehicle health check platform incorporates a user-friendly reporting functionality to monitor workshop performance in real-time, thereby helping to reduce missed opportunities.

Features include integrated autoANALYTICS functionality and a range of add-on automotive solutions modules. Video and images are captured by autoVIEW, enabling technicians to provide a visual record of faults.

Sales can be boosted using autoPREDICTIVE which identifies areas requiring attention before the next scheduled visit sending customers automated email and SMS reminders. A cloud-based eVHC system with add-ons, including the ability to send video and images of work required and a predictive function which alerts customers when deferred work is due.
https://www.autovhc.com/

ENGAGE, CONVERT, TRANSACT
for
connected retailing

In 2020, iVendi has launched a completely new three-product range for all vehicle retailers.

ENGAGE, CONVERT, TRANSACT that together deliver something that we call connected retailing.

At its core, connected retailing is a simple but persuasive idea. We link retailer, lender and consumer at every stage of the buying process - research, decision and purchase – through solutions that are genuinely omni-channel and equally effective both online and in the showroom.

James Tew, CEO, explained further: "These new products are the latest iteration of the mission adopted by iVendi when the company was founded in 2009 – to use our technology and knowhow to make it easier for dealers to sell vehicles and consumers to buy them.

"What we have created in **ENGAGE**, **CONVERT** and **TRANSACT** is something special - a motor retail and finance process that is seamless and effective across retailers, lenders and buyers, allowing complete communication and absolute flexibility anywhere and at every stage of the buying journey.

"Most end-to-end motor retail solutions are quite rigid in approach and provide little of the finesse, and therefore the effectiveness, of the new iVendi range. For consumers in the third decade of the 21st century, it provides what they now automatically expect - to be able to shop for what they want, how they want.

"And for retailers and lenders, whether you specialise in new or used cars, vans and motorcycles, it delivers an innovative and insightful approach to technology that is focussed on driving sales success.

We believe that you will soon recognise the benefits of the connected retail approach."

James Tew, CEO, iVendi

The iVendi connected retail range

ENGAGE

is designed to help consumers find the right vehicle. It rewrites the rules for online car, van and motorcycle search by completely turning on its head the process through which relevant vehicles from dealer stock are shown to the consumer. Instead of rigid dropdown menus driven by the assumption that people already know what model they want, it uses the natural language adopted by the majority of vehicle buyers, narrowing their enquiry rapidly and successfully so that the best choice becomes apparent much more quickly.

CONVERT

facilitates the process of transforming initial online consumer interest in a vehicle into a sale with key features including a reservation tool, finance eligibility checking, finance application processing, multi-lender quoting, and consumer-centred finance product information and videos. It also introduces iVendi's innovative stock engine technology, which proactively checks for data conflicts in vehicle identification information to minimise worrying and potentially expensive quoting errors.

TRANSACT

develops online consumer interest in a specific vehicle through to a final transaction while managing the complexities of the sales process. It enables deals to be created online in the same way as a face-to-face conversation with flexible negotiation over price and other key factors such as value added products, using something iVendi calls a "digital deal" to enable a natural, ongoing style of negotiation.

Founded in 2009, iVendi is the market leader in online motor retail technology both in the UK and internationally. With a modular product range which engages consumers, converts buyers and manages transactions, iVendi technology interacts with around five million consumers every month and thousands of motor retailers, manufacturers and finance providers. The company is based in Colwyn Bay.

STEP INTO THE FUTURE

of vehicle retailing with
iVendi's
Connected Retailing Platform

ENGAGE · CONVERT · TRANSACT

iVendi.com
tellmemore@ivendi.com
0345 226 0503

iVendi

Castrol

The Castrol system collates workshop information into three categories – sold work, deferred work and lost sales. Lost sales show potential revenue the business could have enjoyed and deferred work is logged with notifications including automated emails sent to customers alerting them work is due. The system incorporates video enabling a clear, visual record of work to be communicated to the customer. A wide-ranging reporting suite provides in-depth analysis so managers can make informed business decisions to further increase labour and parts sales. Web-based application, Castrol eVHC, allows additional work to be identified and actioned whilst its reporting functionality provides managers with in-depth business insights.
https://evhc.castrol.com/en-gb#

eDynamix

Known as iVHC, the eDynamix vehicle health check is an intuitive and interactive system which is fully integrated with all other modules including Video1st, which enables a video and photographic record of work required to be captured, and its finance and repair plans designed to boost red and amber work upsell. The system also ensures any previous unsold amber or red work recorded is automatically fed through into subsequent health check inspections. Customers are able to provide authorisation online through their own personalised iVHC page, where they can also flag up any concerns. Its management app Connect monitors completion rates and red and amber work. Integrations with the DMS and tyre stock allowing for orders to be placed directly from the iVHC with suppliers. The system tracks daily performance for sold, declined and deleted work.

The eDynamix iVHC is integrated with its wider services such as video, third-parties such as DMS providers and includes extensive reporting and a customer portal.
https://www.edynamix.com/ivhc

Infomedia

Accessible via smartphone, Infomedia's online eVHC Superservice Triage generates fully priced vehicle inspection reports together with video and photographic evidence which is emailed to the customer. The customer is able to provide online authorisation while the system records declined recommendations for future follow-up activity. By integrating with its Superservice Menus, VIN-precise quoting is instantly available enabling the creation of quick and accurate quotes. Real-time analytics provide business insights to improve decision-making, performance and profitability.

Superservice Triage is an online vehicle health check system allowing technicians to identify, price and recommend repair work required.
https://www.infomedia.com.au/service/digital-vehicle-inspection/

EV CHARGERS AND INFRASTRUCTURE

BP Chargemaster

Providing EV-charging UK-made units with UK-based aftersales services at homes, workplaces and in public places, BP Chargemaster also operates the largest public charging network, POLAR, incorporating over 7,000 public charging points, of which around 600 are rapid chargers. Its Smart Homecharge units, which allow customers to schedule charging to take advantage of dynamic energy tariffs, are recommended by 13 different vehicle manufacturers in the UK. The company's commercial/workplace charge points can also be partly or fully integrated into POLAR – for example, a dealer could choose to restrict access at their site to their own staff, but use the same access method for those same staff to use public charge points.
https://bpchargemaster.com/

Ionity

Ionity is a joint venture between BMW Group, Mercedes-Benz AG, Ford Motor Company, and Volkswagen Group to provide an ultra-fast high-power charging (HPC) network throughout Europe – outside major cities – to create an extensive and easily accessible EV charging infrastructure. Charging points can be found at several locations including petrol forecourts. Users are able to pay by smartphone by scanning the unit's barcode while direct customers have their own pricing scheme. All its charging stations consist of an average of four charging points and deliver 100% renewable energy for both emission-free and carbon-neutral driving.
https://ionity.eu/en

Instavolt

Public EV charging operator InstaVolt operates an 'open charger' model, enabling all EV drivers to use its charging points on a pay-as-you-go basis without the need for a monthly subscription or membership card. Drivers simply use their contactless payment card to start a charging session to access its network of ChargePoint rapid DC chargers. Any EV compatible with DC charging can utilise its network.

Instavolt has ambitions to provide the largest network of public EV rapid chargers in the UK in partnership with ChargePoint.

https://instavolt.co.uk/

Pod Point

Pod Point provides wi-fi-enabled charge points for the home, app-enabled charge points for commercial premises and smart charging stations for the workplace. The company has more than 3,000 charging bays nationwide including at supermarkets. Business solutions include commercial charging such as at supermarkets and restaurants; workplace installations to enable employees to reduce their carbon footprint; fleet EV charging to aid transition to a zero emissions fleet and residential charging for flats and apartments, while its built environment solution helps developers meet current and future requirements. Smart home charging installations are undertaken for brands including Volkswagen, Audi, Hyundai and Nissan.

https://pod-point.com/

Tritium

Delivering DC fast charging solutions for EVs, Australian technology company Tritium's 50kW chargers resemble state-of-the-art petrol pumps with interactive interfaces. As a preferred supplier to Pod Point, its 50kW Veeil-RT units are now being offered to customers including Tesco. The 50kW chargers can add 40km of driving range in around 10 minutes. The Veefil-RT 50kW also has the world's smallest footprint for an electric vehicle fast charger which means it takes up less room in busy car parks.

Tritium develops and supplies DC rapid-charging units for businesses and partners Pod Point as it expands its public charging network.

https://www.tritium.com.au/

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FINANCE PROPOSAL PLATFORMS

Codeweavers

Offering a range of APIs and interfaces for a full end to end solution, Codeweavers provides finance calculation services together with a wide range of additional features such as part exchange valuations and management and reservation and ordering tools.

Remote Apply enables customers to apply for finance online at a time that suits them, allowing as many finance quotes to be created as required so all options can be explored utilising its customer portal.

Checkout allows customers to purchase the vehicle from the dealer's website incorporating part-exchange, adding service, applying for finance, paying a deposit and arranging collection or delivery.

https://codeweavers.net/

Dealtrak

DealTrak connects all aspects of F&I in automotive retailing – dealers, lenders, brokers and insurance providers. Providing support to the UK automotive sector, DealTrak, part of the Auto-Protect group, works with dealers, brokers, lenders, OEMs and Insurers. Proposals can be sent to multiple lenders but information is only keyed in once. Various finance offerings can be viewed on one screen, while the soft search facility increases first time acceptance for customers and the system ensures all the right details are captured for a more efficient proposal submission. The system includes insights and reporting functions allowing full sight of a dealer's F&I performance. API integrations with third-party systems provide further efficiencies while DealTrak currently boast 65 lenders inte-

Flexible approach to remarketing pays off

From physical to virtual auctions, Aston Barclay has solutions to help it thrive

Aston Barclay is a national independent remarketing group, driving the future of the remarketing industry through offering industry-leading choice, trust and ease.

To keep customers safe during the pandemic, Aston Barclay operates in a completely COVID-safe manner. First to offer virtual auctions once lockdown started, its technology leads the way in allowing businesses to access fully sequential live auctions, with safe vehicle collections arranged through appointments.

More than 50 years of sector experience have combined to create a suite of digital platforms which integrate with a network of six state-of-the-art physical hubs to efficiently facilitate the sale of used vehicles from franchised dealer groups, car supermarkets, banks, fleets, finance houses and manufacturers to used vehicle buyers.

Its digital evolution dates to 2017 when Aston Barclay became the first remarketing supplier in the UK to provide buyers with a mobile bidding app. This created an anywhere, anytime competitive market. With more than 20 application releases to date and over 13,500 iOS downloads, the Buyers App – a core component of the digital platform – has helped generate in-excess of £85.5m in total vehicle sales value.

The Buyers App formed the building block of a long-term vision to create an end-to-end proposition which connects customers to vehicles through a mix of digital and physical remarketing channels.

This platform now combines e-Valuate, e-Hub, e-Xchange, and e-Live products into an end-to-end used vehicle proposition. The digital journey seamlessly takes individual used vehicles from initial vehicle appraisal, right through to physical delivery with options to increase speed of sale including dealer underwriting from The Car Buying Group.

■ **e-Hub** – disposal management portal and comprehensive reporting dashboard, instant access to data and insight

■ **e-Valuate** – innovative and configurable appraisal and inspection app, collates key vehicle data and images ready for action before the vehicle has been collected

■ **e-Xchange** – online 24/7 bidding environment, price management and flexible buy now and real time auction options

■ **e-Live** – virtual auction with sequential bidding functionality, in situ and offside listing with a live auctioneer

Whether customers are experienced or new to vehicle auctions, the Aston Barclay team is on hand to guide them through the process whether they are looking to buy or sell in volume or use the range of services for their smaller business needs through a range of digital offerings under The Cascade solution.

Cascade provides a transparent, omnichannel process at all stages of retail, sourcing and disposal.

During 2019, the company continued to build on the benefits with the launch of a range of stock funding options. The stock funding is part of a 'three-click transaction' vision of buyers digitally searching, bidding on and funding used vehicle stock via the Buyer's App.

It allows 100% of the purchase invoice to be funded including buyer, online and transport fees, smart repair through Aston Barclay Enhanced up to £1,000, and Aston Barclay Assured.

The leading technology delivers both business- and consumer-facing appraisal applications, online performance management dashboards, disposal channel management, digital routes to market and is supported by the established physical infrastructure.

Cascade presents market pricing insight and drives decision-making to the most effective routes to market and unlocks total management at all levels.
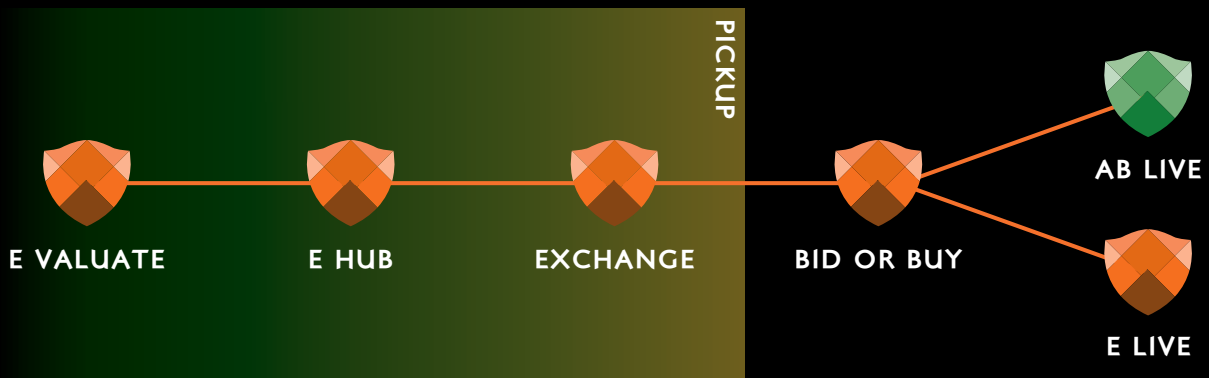
ASTON BARCLAY

Multi-Channel Remarketing
IMPROVED SPEED OF SALE, RESULTS AND VALUE

PICKUP

E VALUATE — E HUB — EXCHANGE — BID OR BUY

AB LIVE

E LIVE

APPRAISE
Automated and accurate appraisals.
Configurable.
Supports your sales process.
Speeds up the remarketing process by placing vehicles on sale quicker.

DASHBOARD
Instant view of your vehicle stock.
Channel management for both digital and physical.
Dashboard to help make informed remarketing decisions.

SELL
Upstream part exchange vehicle disposal.
24/7 and continuous sale channels.
Dealer or Aston Barclay managed.
Cascade options into physical sale.

MOTORTRADER INDUSTRY AWARDS 2019 WINNER

AM AWARDS 2020 FINALIST

WINNER BUSINESSCAR AWARDS

DXA '19 UK Digital Experience Awards GOLD AWARD

The Mary Poppins approach to eCRM

"Programmatic, algorithmic, multi-channel-focused"

No, our sub-heading is not a 2020 cover of the iconic Mary Poppins Supercalifragilisticexpialidocious song. Instead, this is the approach car dealers should adopt in order to make their customer communications practically perfect in every way.

Turning to digital tools can help retailers to overhaul the way they engage their customers. But this shouldn't mean losing the personal touch that has kept dealers in business for decades.

The key is to adapt customer contact strategies to target the right individuals with the right message in the right place and at the right time. The best eCRM (electronic customer relationship management) solutions feature automated 'programmatic' technologies that allow dealers to maintain a personalised approach, while delivering scalability so that high-quality, relevant and timely contact can be achieved simultaneously with all customers and prospects.

The resulting engagement and conversion rates speak for themselves.

Targeting relevant prospects on social media

With more people researching car purchases online, social media is becoming even more important for generating conquest custom. Tools like Marketing Delivery's 'SocialStock' system help retailers target the most relevant prospects online with products and services that match their needs.

SocialStock helps dealers automatically maintain an up-to-date Facebook 'product catalogue', populated by a stock feed taken directly from their website.

"Data and digital tools really are transforming the way that dealers engage prospects"
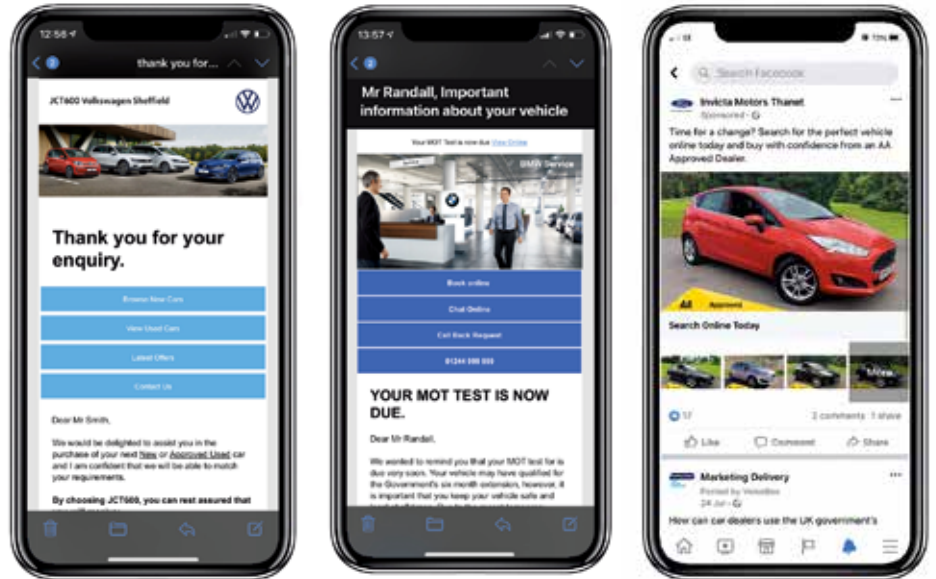
Once set up, it's easy to populate organic and paid-for adverts, targeting posts at only the most relevant audiences.

Automated, personalised emails

Used car buyers have a specific idea of what they want in a vehicle – and dealers can use automated emails to alert them to any new stock that matches their requirements. Marketing Delivery's 'Car Alerts' helps dealers engage used car prospects automatically and in a personalised manner.

Our research found that 36% of customer prospects registered as a 'lost lead' by sales staff were still looking to buy a vehicle. Of those still looking to buy, vehicle availability is cited by 39% as the main reason for not progressing to a sale.

Had they received an update about relevant new stock, it's likely they would have re-engaged.

Using data to boost MOT and workshop custom

Some 60% of motorists are more likely to book a service or MOT with a workshop that reminds them at a suitable time. Programmatic, eCRM-based aftersales communications provide a competitive edge for workshops seeking to capture this business.

Tools like Marketing Delivery's MOT Box even help dealers identify customers whose cars are due an MOT soon.

This cross-checks a customer database against more than 30 million MOT records held by the UK's Driver and Vehicle Standards Agency (DVSA) – including the millions of cars subject to the Covid-19 MOT extension.

This data then helps dealers identify and target potential MOT customers with reminders and aftersales marketing messages in a way that is GDPR-compliant.

There's no magic involved, and certainly no need to make a song and dance about it, but data and digital tools really are transforming the way that dealers engage prospects throughout the customer journey.

So, all together now: "Programmatic, algorithmic, multi-channel-focused…"

F-L

grated into its platform which has 4 million proposals accepted each year.
https://www.dealtrak.co.uk/

I

IT, CONNECTIVITY AND TELECOMS SYSTEMS

Node4

Node4 owns 100% of its infrastructure, enabling the company to provide high-speed and reliable connections cost effectively. Its data centre uses Dense Wavelength Division Multiplexing (DWDM) with dark fibre for fast and secure connections between its data centres.

One of the first providers to implement a Cisco Application Centric Infrastructure (ACI) Software Defined Network (SDN), also known as virtualised networking, it has radically changed how the company builds and manages network environments delivering more agility and flexibility. Connectivity services include ethernet access for uncontended bandwidth with a short delivery cycle, fibre for consistently high speeds, ADSL access or M2M access.

Cloud services include the ability to operate a hybrid cloud environment. Collaboration Experiences enables business teams and their customers to work together anywhere while its Workplace Experiences offeering enables collaboration across several channels.

Node4 also offers Security-as-a-Service (SECaaS) with 24/7 monitoring and protection against the likes of malware, phishing, zero-day threats, ransomware and DDoS (Distributed Denial of Service) attacks.

End-to-end IT infrastructure and services, Node4 solutions include connectivity, cloud, security and professional managed services with specialist automotive IT expertise.
https://www.node4.co.uk/

Optimising IT

Optimising IT adopts a consultative approach to simplify the complexities of IT services to help clients make the right decisions and avoid costly mistakes ensuring future IT agility. Its UK-based service desk is manned by qualified second line support engineers resulting in the resolution of 78% of issues raised at first contact.

A range of cyber services enable organisations to reduce risk; cloud services incorporate storage, hosted software, antivirus, telephony, networks and backups; IT consultancy guides businesses through change, investment or consolidation, future-proofing the workplace as technology continues to evolve; and managed IT services allows the outsourcing or souring of IT.

Clients include luxury car group HR Owen, which required high-level and robust security measures to protect its high net worth customers. IT solutions covering cloud services and cyber security delivered with a consultancy-style approach with

the agility to evolve and adjust according to business demands.
https://www.optimisingit.co.uk/

RDS Global

Allows clients to partially or fully outsource IT requirements with services including desktop user support, telecoms, cloud services, CCTV, design, door/gate access control using tags, card, swipe or biometric (finger print) options, telecom convergence solutions, hardware and consultancy solutions including cyber and GDPR compliance.

Its recently launched RDS Black Box is a Management Information System (MIS) which collates data from multiple feeds and systems operating on different platforms including the DMS, CRM, sales tracking, telephony and even CCTV systems, and brings them together into a single database platform.

The company was borne out of the IT needs of a Derby-based automotive dealer group and now provides IT support to more than 200 locations with more than 4,000 end users.

Providing tailored network services, IT support, cloud hardware and consultancy, RDS Global also offers products such as digital access control and CCTV, telecom and convergence technologies.
https://rds-global.com/

Vapour Cloud

Offering a cloud-first proposition based on the four cornerstones of voice, video, networks and storage, Vapour counts JCT600 among its clients. Delivering unified communications Höllr is its communications application with the ability to add

multiple 'virtual' services such as call directing, call recording and CRM integration. Sanctm is its secure cloud infrastructure incorporating back-ups, IaaS, security, firewalls and co-location and with such confidence in its UK data centres and its engineers, Vapour Cloud ensures 99.9% uptime for minimum operational interruption. Connectivity is provided through its Tunnl solutions with eight classes of service across its two MPLS networks with five data centres in the UK and interconnecting with all Tier 1 carriers – BT, Virgin Media, Vodafone, TalkTalk and Exponential E as well as ITS, Virtual 1 and Metronet.
https://www.vapourcloud.com/

Oracle

Computer giant Oracle provides cloud infrastructure and applications and software products. Having teamed up with Yamaha Motorcycles to develop the next level of diagnostics using augmented reality (AR), Oracle created a 3D image of the bike to identify issues.

By enabling the digitisation of the routine service process, manuals and manufacturer data can be accessed remotely while integration with Oracle's CRM programme is also possible for further efficiencies. As AR becomes more widely used, servicing will further change as technicians will be able to use (AR) glasses and sensors plugged into the Oracle Internet of Things Cloud Service, in order to identify faults.

Oracle is devising AR solutions to enable workshops to access manufacturer information, diagnose faults and track technician progress.
https://www.oracle.com/uk/index.html

ISTOCK.COM/@GREMLIN

K

KEY MANAGEMENT SYSTEMS

Bosch

Perfectly Keyless is a keyless vehicle access system from Bosch Mobility Solutions which allows vehicle access and start to be controlled by a digital key on a mobile phone via an app. The app also enables other authorised users to access their vehicle which can all be managed digitally. It allows for secure and standardised flexible key management for car sharing and fleet management. The app means drivers do not need to have a physical key on their person or in the car and makes car sharing and mobility solutions far more practical, removing the task of tracking physical car keys. The app automatically unlocks the vehicle as soon as the smartphone is close. The app can be deactivated online, blocking access to the vehicle, while a regular key can also be used.

Bosch Mobility Solutions' Perfectly Keyless app allows remote vehicle access and start without a physical key for multiple vehicle use and mobility services management.
*https://www.bosch-mobility-solutions.com/en/*

CCKeys

CCKeys develops, manufactures and supplies key storage systems, applying the latest developments in key storage and management technology. Its key systems are made in the UK and its solutions are tailored to the needs of the individual business.

Key Management Solutions enables vehicle keys to be tracked and located efficiently and effectively with the technology custom-built to meet business needs with onsite installation, training and support.
https://www.cckeys.com/

Keytracker

Keytracker delivers key and asset management solutions for vehicles and machinery which require enhanced security. The Keytracker Mechanical Key System provides personalised 'access pegs' to all authorised users, identifying which person has removed a set of keys. Electronic Key Cabinet Management Systems enable keys to be electronically stored and tracked automatically, logging details into the key management software application. RFID technologies can also be deployed for larger access control which also allows a key location to be traced as it passes RFID scanners. Keytracker also offers a range of key management options, including key storage box products with electronic door locks. Its Drop Off and Collection lockers provide a secure way for customers to drop off and collect keys while smart lockers enable employees to share equipment or securely drop off important documents. Key Control Software allows businesses to manage, track and control its keys and assets providing real-time asset movement information. From basic key safe
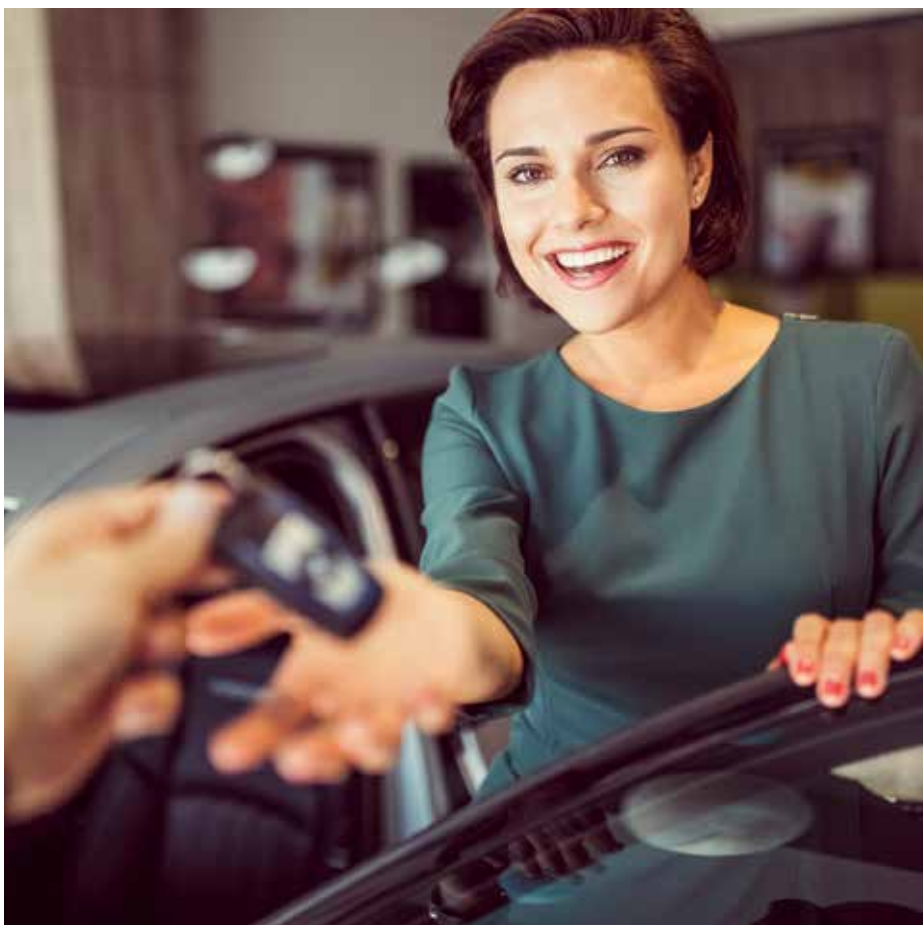
ISTOCK.COM/MARTIN DIMITROV

box to advanced electronic key control systems, Keytracker delivers secure key tracking and management solutions.
https://www.keytracker.com/

Traka Automotive

Traka is an intelligent key and asset management solutions specialist with systems that enable businesses to control and audit access to keys and equipment. By implementing effective management control, user accountability is improved while assets are better utilised.

Specially designed for the automotive sector, Traka Automotive provides bespoke automotive software together with key management cabinets enabling dealerships to better manage their keys and vehicles. Its software integrates with most major dealer management systems while its app allows managers to track key locations even when on the move.

The system provides full key and vehicle movement history as well as the ability to manage access.

Traka Automotive manages key and vehicle location throughout the site and group identifying the whereabouts of demo, stock, courtesy or customer vehicles and keys.
https://www.traka-automotive.com/en/site/traka-automotive/

ONLINE VEHICLE RETAILING

iVendi

The iVendi platform spans the entire vehicle purchase process, whether it takes place online, in store or a mixture of the two. The fully connected platform supports dealers and OEMs with both new and used vehicle retailing, allowing consumers to find the right vehicle and create multiple finance quotes before finalising the deal and making the purchase. Engage is its highly personalised vehicle locator; Convert illustrates a vehicle's affordability such as monthly amount repayable, allowing consumers to browse multiple lenders and create a variety of finance quotes and Transact allows the dealer and the customer to digitally build and finalise a deal incorporating part-exchange, any negative equity and add-on products. The system has been developed as a self-service customer experience including applying for finance and purchasing online, while dealers have complete oversight of the deal's progress as well as the ability to interact at vital moments.

The iVendi platform manages online vehicle retailing for dealers and OEMs spanning the vehicle purchase process from search through to financing, part exchange and purchase.
https://ivendi.com/

COULD YOUR DEALERSHIP

benefit from offering your customers a safe, contact-free way to pay?

CDK Global is delighted to announce the solution...

Introducing *CDK ePayments*

CDK ePayments, powered by Worldpay, offers a contact-free payment option from purchase all the way through to servicing, creating fewer physical touchpoints at a time when enabling less contact really matters.

What do today's consumers expect?

If there is one retail trend that is set to increase in a post-pandemic world it is the need for more contact-free options for the consumer. The World Health Organization[1] has been clear in its recommendations that contact-free payments are preferred to limit the spread of COVID-19 and this has been backed by consumer attitudes towards more socially distant options.

According to research this year, as a result of the pandemic, close to half (46%) of automotive consumers want to use online channels for information search and purchase. [2] To keep up with this sudden change in digital expectations, dealers need to provide more contact-free experiences by stepping up the use of mobile apps, social media, new digital interfaces, and payment platforms.

Social distancing in automotive retail is set to continue for some time with consumers now expecting a safe, secure, and convenient way to make payments whether it's for buying a new car or paying for servicing.

Dealership name: CDK motors Ltd
Customer name: Ms C Kendrick
Payment request description:
Payment to CDK motors Ltd
Invoice SO-11-164
Invoice Number: SO-11-164
Total: £66.00

Name on Card
Chloe Kendrick

Card Number
1111333322221111

Expiration 07 / 2021

CVC 123

worldpay from FIS | Pay

CDK Global is a provider of IT products and services to the automotive industry and is sending this communication on behalf of the Dealership identified above. The payments shall be processed on behalf of Dealership by it's nominated payment services provider, Worldpay.

Part of

Connected Systems

Pay by Link gives consumers peace of mind

> **CDK's Pay by Link option is giving our customers peace of mind, which is key for them – and for us.**
>
> *They can agree on a price and pay remotely, then come and pick up their vehicle when they want, safely and quickly, with minimal contact. Given that social distancing measures look like being in place for some time to come, that's a huge advantage for the business. And our accounts teams across multiple sites are finding their processes are much faster and more efficient, thanks to the DMS integration.*

Paul Parsons, aftersales director
Steven Eagell

Pay by Link, the launch feature within CDK Global's new ePayments solution meets the needs of today's automotive retail consumer by allowing them to pay remotely for sales, services, or repair work.

The dealer sends a link via email and the customer pays quickly and safely, all totally compliant with social distancing requirements.

How can dealerships improve operations with ePayments?

Whether processing the sale of a vehicle or billing a customer for repairs, current payment transactions for UK dealers will likely be multi-staged or paper-based. Each process can take up to 10 minutes to complete, with receipts and additional paperwork providing not only an inconvenient experience for the consumer but also operational inefficiencies for the dealership.

When you have manual processes with dealership staff working through piles of paper receipts, there is a high margin for error and inconsistencies. These inefficiencies are exacerbated by accounts teams taking more time to re-key information to update systems and match invoices with transactions.

CDK ePayments is integrated with your DMS, so every payment is automatically matched to the correct invoice, meaning fewer manual processes and more accurate records.

To learn more about how we can make your dealership contact-free, please visit

cdkglobal.co.uk/epayments

[1]Global Health Cluster - World Health Organisation – April 2020
[2]Capgemini – Covid-19 and the age of the contactless customer experience -
https://www.capgemini.com/gb-en/research/covid-19-and-the-age-of-the-contactless-customer-experience

●●○○ CDKGlobal®

Joaquim Croca, VP Commercial at CDK Global explains,

The current climate has posed many challenges for dealer groups globally.

They have to balance getting back to business as quickly as possible with the need to minimise contact. Whether it's paying for a car, servicing, or repair work, we want to enable dealers to give their customers the choice of contact-free payment options from either the showroom or via an email link. Safe, and convenient routes to purchase will give customers peace of mind and the experience that they value and expect.

For dealers, CDK ePayments means:

VALUABLE TIME SAVED

SAFER CONTACT-FREE CUSTOMER EXPERIENCE

Feature

Powered by **worldpay** from FIS

Part of **Connected** Systems

MINIMISED ERROR

To enable a safer way to pay for your customers, please visit

cdkglobal.co.uk/epayments

L

LEAD MANAGEMENT SOLUTIONS

Contact Advantage

Contact Advantage operates within the giant US-based Reynolds and Reynolds Corporation, a global specialist in automotive software, and particularly in dealer management systems. Contact Advantage's Claro software operates across multiple devices, providing a customer-facing and intuitive platform tailored for office, showroom or remote use, and supported by an extensive suite of reports and dashboards designed to be easy to use for sales teams, management and other dealership staff. Claro features a new car configurator for all UK franchises, has seamless lead integration with many OEMs, includes an-built digital part-exchange tool, is fully compliant with all FCA and GDPR requirements, and has help screens and video tutorials to keep sales teams up-to-date with the latest features.

https://contact-advantage.com/

Dealerweb

Dealerweb creates automotive sales and lead management systems, which helped some 12,000 users manage more than three million leads during 2019. Its flagship product is a lead management system designed for showroom use, which enables sales teams to create customer offers, build customer orders, administer vehicle finance and plan outbound marketing campaigns, and features real-time reporting to enable compre-hensive analysis of productivity and profitability. Dealerweb also offers a solution intended to ensure that 100% of web-leads are captured – and a swift, professional and personalised response is always sent – and bespoke software including custom-made lead management tools, networked business intelligence reporting and automated centralised lead distribution, tailored for an individual OEM's requirements.

https://www.dealerweb.org/

eDynamix

eDynamix develops and delivers a wide array of integrated web-based applications to provide a simple, but effective, platform through which dealers can manage their customers through the complete sales, aftersales and service life-cycle, helping increase productivity, profitability, and customer retention. Dealers can use the eDynamix software to create tailored service plans for routine vehicle servicing, repair plans for planned maintenance items and finance plans for items requiring immediate attention. Its 'MOT Cleanse' app checks information in a dealer's records against DVSA records to improve the MOT date accuracy, identify which vehicles have gone through a change of ownership and which have been scrapped, allowing the dealership to focus more efficiently and accurately on potential MOT sales.

https://www.edynamix.com/

enquiryMAX

enquiryMAX specialises in automotive retail software, claiming to bridge the gap between a traditional paper-based appraisal sales process and the current elec-tronic lead manage-ment systems. Among the features of its iPad solution is a link to postcode look-up services, allowing the user to swiftly identify the customer's address, and the ability to start the inquiry process wherever the customer feels most comfortable, removing the need to start with contact details. The desktop solution includes a powerful calendar to organise a sales team's daily, weekly and monthly activities, and the appointment element ensures SMS reminders are sent to both the sales person and the customer. The system is also built on an open architecture platform allowing easy integration with third parties.

https://www.enquirymax.com/

RAPID RTC

RAPID RTC creates software solutions for multiple business sectors in 30 countries. Its Lead Manager solution aggregates all digital lead sources from their point of capture, and in real time, then distributes them directly to the person (or people) best suited to reply. The software is designed to integrate with all CRM platforms.

A Response Quality Module scores dealership sales staff judged on such criteria as sending clippings, the use of action terms, the questions they ask and their spelling, and uses predictive measures and AI algorithms to refine all written communications to customers. Its scoring metrics, designed to increase customer engagement, can significantly increase lead conversion.

https://rapidrtc.com/

P

PART-EXCHANGE APPRAISAL AND DISPOSAL

Aston Barclay

Aston Barclay's e-Xchange is an online trading platform for used vehicles, allowing vendors to sell unwanted, or duplicate, stock 24/7. Sellers can choose between List Only (where the transaction is concluded between them and the buyer) or List and Collect, where advertised vehicles are collected by Aston Barclay's national logistics team, held at an Aston Barclay centre, and the sale is fully managed by its digital solutions team. Unsold vehicles are automatically cascaded into pre-agreed physical or E-live sales. Dealers can upload images on to the e-Xchange platform, with their preferences about timings and any reserve prices. Progress of vehicles through the sales process can be viewed via Aston Barclay's e-Hub dashboard.
https://www.astonbarclay.net/

BCA

BCA Dealer Pro is an appraisal tool designed to help dealers manage every aspect of handling part-exchanges, via a simple to use app for tablets. The valuations feature uses the biggest data-set in the industry, combined with the latest in machine learning techniques, to provide real-time valuations. Dealer Pro provides real-time visibility of the status of all vehicles, including their condition, value and location. It also shows how many vehicles you have been offered in part-exchange, and those you still have the opportunity to close. New features include a damage prompt if no damage is reported on the cosmetic appraisal. A link to the Dealer Pro site and the ability to record such equipment as sun-roofs, tow-bars and parking cameras.
https://www.bca.co.uk/Services/BCA-Dealer-Pro/

Cooper Solutions

Cooper Solutions FullAuction is a trade-only online vehicle auction site, where No Sale means No Fee for sellers. A full range of automated message notifications keeps buyers and sellers up to date with all auction activity. FullAppraisal is a mobile vehicle appraisal tool which allows sales executives to move from outdated paper-based processes to electronic appraisal of part-exchange vehicles, capturing vehicle and customer information accurately for greater visibility into potential leads. Up to 15 photos can be uploaded, VRM look-up reduces the time spent on vehicle details and increases time spent with the customer, and a comprehensive checklist of appraisal points creates a 'duty of care' with the customer. The tool is designed for use on tablets and desktops.
https://www.coopersolutions.co.uk/

Cox Automotive

eVA is a collection of market-leading valuation, appraisal and car-buying solutions, designed to improve the vehicle transaction experience for everyone. eVA is the platform for online part-exchange, connecting the online and in-store consumer journey to provide an efficient and hassle-free buying experience. Consumers can self-appraise their vehicle online using eVA, then an accurate valuation is generated using Cox Automotive wholesale data and Auto Trader retail data to achieve >99% accuracy. Flexible rule-builders and lead-generation capabilities enable dealers to adjust the price offered for a part-exchange and generate more qualified leads. eVA also provides a fast, simple and risk-free way for dealers to dispose of unwanted part-ex vehicles and free-up cash flow, with under-written valuations and payments made within 24 hours of collection.
https://evavaluations.com/

Epyx

Epyx 1Link Disposal Network covers all aspects of the de-fleeting and remarketing process, including client recharges, logistics, refurbishments and vehicle sales with a full service history. Trade buyers can access an extensive range of ex-fleet, leasing and manufacturer vehicles. The system provides an instant and integrated communication tool for auction houses, dealerships, drivers, manufacturers, retailers and traders. Messages are sent to drivers six weeks before the vehicle's end of life, including an automated sales quote. Scheduling of key events, such as inspections, movements and repairs is automated, with tools allowing agents to raise and validate work. Invoicing and validation are carried out instantly online.
https://www.epyx.co.uk/disposal-network/

PRICING AND MANAGEMENT SYSTEMS

Autorola

Autorola's Indicata claims to be the next-gen of business intelligence and market insights software, for the management of used vehicle inventories. It improves market transparency for OEMs, dealers, fleet operators and vehicle finance suppliers, protects and increases current residual values, predicts future residuals, and analyses, manages and reduces risks. Indicata also has an integrated suite of modules, features and and functionalities to help users at all levels manage their used car operations more efficiently.

Its inventory management module offers real-time information about a user's KPIs, such as inventory age, price to market, pricing strategy and stock turns, and also highlights vehicles whose prices have remained unchanged, or which have too few pictures accompanying their descriptions.
https://www.indicata.com/

Auto Trader

Auto Trader Retail Accelerator is a car management tool which helps retailers manage their stock more efficiently, tracks changing market conditions 24/7, and delivers pro-active alerts and dynamic performance reporting to improve retailers' competitive position. Its 'AT Retail Rating' claims to provide unrivalled insight on the latest buyer demand, market supply and the best days to sell, allowing dealers to enhance profitability by buying and selling using the latest retail prices, rather than last month's trade prices. Detailed filters and dynamic market views
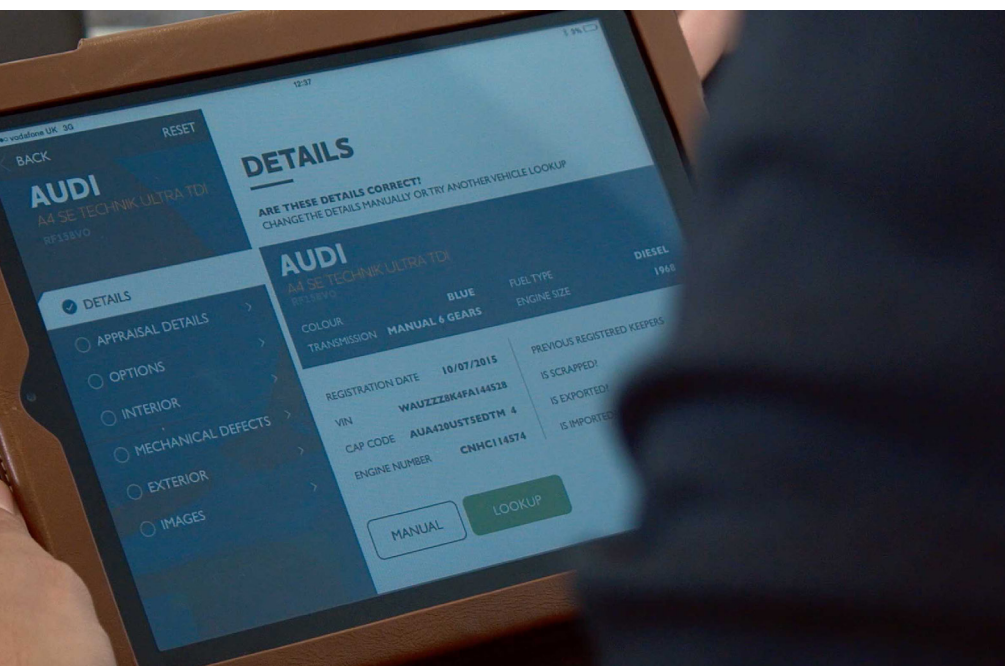
Because not all car buyers are the same

In recent years, Startline has brought the concept of near prime motor finance into fashion, approving many used car buyers who have been rejected by principal lenders while offering comparable terms.

Our Finishline product takes this a step further.

Designed for people who don't quite fit the conventions of our core hire purchase product, it satisfies a neglected need for mid-market motor finance that is below prime but a long way from the punishing rates and conditions of sub-prime.

Finishline means we can say yes to more used car buyers – and are already doing so for some of the largest, most forward looking dealers in the UK.

It embodies the whole Startline approach – more flexible motor finance, competitively priced, with excellent service standards. Why not get in touch to find out how our products could look just right for many of your customers?

enquiries@startlinemotorfinance.com
www.startlinemotorfinance.com

startline
MOTOR FINANCE

◀ also allow competitor activity to be monitored in seconds. Dealers can configure the tool at site, brand or group level, ensuring stock levels are always monitored, and the data is available via any device 24/7.
https://trade.autotrader.co.uk/help/retail-accelerator

Cap HPI

CAP HPI Black Book Live claims to be the only independent and fully-researched 'live' tool keeping track of valuation movements throughout each month, thus allowing companies to maximise their margins. Such changes typically impact 60% of the available stock, meaning users can easily pay too much for a car – or sell it for too little. Its mileage-adjusted values are accurate 365 days a year, and available at three condition points. Black Book Live also monitors six million real-time value movements between each of its monthly publications, explains why values moved, which derivatives have moved, and offers opinion values as soon as a vehicle is launched, based on the accumulated expertise and experience of its team of editors.
*https://business.cap.co.uk/blackbooklive*

Cazana

Cazana is a disruptor in the field of vehicle data and valuations. Its methodology is underpinned by Big Data and AI, rather than sampled data and editing, to produce impartial and accurate views of every vehicle's value, provenance and market position. Cazana believes its insights and analysis help dealers better understand today's complex and fast-moving market, and stock the right vehicles for a faster turn and higher profits. It collects vehicle data 24/7, and its team of data scientists and machine learning experts are constantly building new models to interpret what the retail market is doing, allowing customers to create stock mixes balanced for diversity, profitability and speed of turn, rather than use legacy trade guides.
https://cazana.com/uk

Glass's

Glass's GlassNet Radar uses a mix of trade valuations and live retail pricing, powered by Radar, (which searches more than 8.5m trade-only real-time adverts), to deliver accurate and real-time values across the UK, or in specified locations. Its data covers more than 68,000 models, and is based on 1.8m trade and 8.6m retail market observations. Valuations can also be tailored to include such influences as mileage, condition and options. GlassNet can be used across tablets and mobiles, and is available for all types of car, commercial vehicle, motorcycle and caravan.
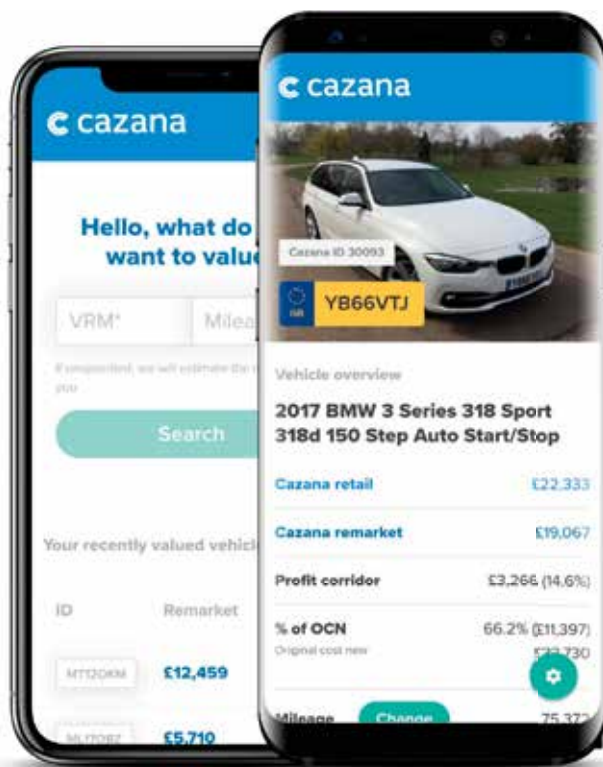
Radar can also identify which competitors are stocking a similar vehicle, its asking price, how long it's been on their forecourt and how often its price has changed.
http://www.glassbusiness.co.uk/

⟫ R

REPUTATION MANAGEMENT SYSTEMS

Hootsuite

Hootsuite allows dealers to devise, schedule, deliver and monitor all their social media, marketing and promotional activities at scale from a single platform.

The dashboard provides real-time insight into which content is performing – and which isn't – and the collaborative calendar allows team members to view and manage the content.

Dealership staff can engage effectively and instantly with customers, suppliers, OEMs and anyone else in their social media landscape. Simple and secure permission levels ensure that your online presence is as structured and organised as in the physical world. Response times and efficiency levels of individuals or teams can be easily monitored and boosted, relationships can be strengthened, and business outcomes enhanced.
https://hootsuite.com/

JudgeService

JudgeService specialises in bringing authentic customer reviews to the marketplace, offering people who have bought or sold vehicles, or interacted with dealership staff, to speak about their experiences via verified online reviews, and then providing a rich array of data and opinions to its customers.

It sends out bespoke surveys to customers and lost leads, verifies the feedback it receives via calls, e-mail, text or post, and then (if permission is granted) publishing those reviews.

Judge also uses that information to provide dealers with insights about their service levels, and the performance of products and services they have supplied to the reviewers.

The resulting rich mix of customer data is then used to help companies monitor and improve their performance.
http://www.judgeservice.com/

Sprout Social

Sprout Social provides an all-in-one social management solution that allows dealers to achieve more from their social media activities, letting them better connect with existing and potential customers to promote their brands, products and services more effectively and efficiently, and to extract social data in meaningful insights at scale.

Among its services are the ability to provide information about trends and actionable insights to clients who can then fine-tune their marketing strategies.

The independent software review site G2 rates it very highly for usability, customer support and satisfaction, user adoption levels and ROI.

Sprout Social also specialises in providing automated presentation-ready reports for clients, and access to data via its easy-to-understand toolkit.
https://sproutsocial.com/

TweetDeck

TweetDeck is a free web-based tool which can help individuals, teams and corporate organisations manage and post to their Twitter accounts.

It has also been designed to improve organisation, which typically would mean viewing separate columns for your home feed, direct messages and activity related to your account.

The dashboard can easily be customised, making it easy for businesses which need to organise and monitor their social profiles, and to manage several accounts in real-time.

If users want to follow specific trends or topics, they can add columns which will manage all tweets relating to their choices.

Equally, it's easy to get rid of unwanted updates about particular issues and topics, or to filter out particular information sources if required.
https://tweetdeck.twitter.com/

RFID TAGS

Assa Abloy

Assa Abloy leads the global market for access controls, from locks, gates and automated entrances to vetting identities via an array of sophisticated smart-cards, tags and biometric systems. Maintenance-free RFID (radio-frequency identification) tags automate and simplify vehicle identification and location. Ultra-rugged tags can be connected to a vehicle's electronics to provide data on such operational issues as vehicle use, distance driven and engine cycles. RFID-enabled components can even be integrated into fuel control systems to simplify management for commercial fleet and retail fuelling stations. RFID tags can also be used to verify the identities of people entering premises, warehouses or other secure areas, and trying to log into business networks or using cloud-based apps.

https://www.assaabloy.com

Paragon

Paragon ID specialises in identification solutions, and RFID is at the heart of all its activities.

Years of working with the automotive industry has seen it devise ID 'labels' for engine components, vehicle interiors and exteriors, tyres, and after-market products, and use them to combat counterfeiting and fraud. Its tags simplify the management and maintenance of cars, especially in a large and busy environment, and are of great help when trying to locate a vehicle in a crowded park.

RFID also allows inventory management to be carried out in real-time, tracing parts and products in warehouses and vehicle service areas. It has also partnered with geolocation specialist Apitrak

Traka Automotive
The only viable key management solution for automotive dealerships

to develop a cloud-based platform to track assets, inventory and people.

https://www.paragon-id.com/

Traka Automotive

Traka Automotive operates within Assa Abloy Global Solutions as a specialist in intelligent management solutions for keys and equipment. Traka was established in 1995, and twice won a Queen's Award for Enterprise in recognition of its rapid international growth. In 2012, it was acquired by Assa Abloy and in 2015, Traka Automotive was created via a merger with eTag Solutions. The features of Traka's keys include the ability to track them when moved from one cabinet to another – wherever they are. They also immediately identify who was responsible for speeding and parking tickets, provide a full audit trail of all key movements by all employees, and allow controlled access to vehicles by valeters and external staff.

https://www.traka-automotive.com

≫ S

STOCK ACQUISITION APPS

Aston Barclay

The Aston Barclay Buyer App is designed to bridge the gap between the physical auction hall and the outside world via a simple and transparent process. Buyers can identify vehicles from across the group, and then source them on the go. The app allows users to search each vehicle, view its full condition and study its Aston Barclay Assured report, place a proxy bid, and then bid live in sales throughout the UK. Sellers can take complete control of the

process from any location. As soon as one of their vehicles is offered for sale, they can switch to Vendor Mode to place vehicles on hold, accept 'best bids', or message the auctioneer.

https://www.astonbarclay.net/

BCA

BCA Live Online gives professional motor traders a fast, simple and secure way to acquire vehicles, whether they are in their office accessing via their desk-top, or out and about on their iPad. Users have real-time access allowing them to bid on and buy vehicles as they pass through the auction hall. Up to four sales can be accessed at any one time via four bidding screens. All vehicles offered via BCA Live Online come from known sources, and their condition is graded from 1-5, unless they are unclassified. The service also offers access to e-Auction and Bid Now, Buy Now sales, when vehicles can only be bought online and will include 'off-site' stock located at a vendor's location.

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

Manheim

Manheim Simulcast is an online platform which allows users to bid from anywhere in the world they can get safely online. Fully optimised for laptop, tablet or smartphone, it uses a combination of 'live' video and audio streaming so buyers can watch and hear auctions. Users can also bid and buy with a single click or swipe, send the auctioneer an instant message, and switch easily between different auctions. Simulcast has six membership categories, with the Premier+ option offering a dedicated national account manager, complimentary pick-ups and drop-offs, and a valet service.

https://www.manheim.co.uk/