



## DEALER TECHNOLOGY GUIDE

A-Z

### ≡ A

#### AUTOMATED NUMBER PLATE RECOGNITION (ANPR)

##### Roadpixel

Since its acquisition by Vaxtor Technologies, Roadpixel's software can now be run on an Axis camera with an Artpac processor, providing a low-cost intelligent ANPR camera. Helix back office software can also be used via a web browser to view all of the user's ANPR data from multiple cameras. Roadpixel's RoadWolf ANPR Cameras are compact, lightweight and utilise the latest LED technology. Its ANPR applications, including RPX-DROID and RPX-LIVE, can combine to enable ANPR systems to be configured to specific project needs. RPX-DROID runs an unattended ANPR outstation client with a web-based interface. Capturing number plates along with images of vehicles, it automatically transmits the results to another device, program or remote back office. RPX-LIVE matches numberplate reads against databases and sends a message via email when a vehicle arrives at the premises.

[www.roadpixel.com/anpr-products-uk](http://www.roadpixel.com/anpr-products-uk)

#### AUTOMATED TYRE TREAD MONITORING

##### Sigmavision

Sigmavision's online revenue calculator enables car retailers to calculate the revenue potential from improved conversions for tyre and alignment sales, when using TreadReader devices to measure tread depth and diagnose misalignment as a cause of uneven tyre wear. The calculator, available on Sigmavision's website, requires dealers to enter their workshop information – including number of vehicles serviced or repaired daily, days per week it operates, average retail price of a tyre, and average price for a wheel



alignment check and adjustment. It then works out the potential revenue that can be earned based on that set of variables.

[www.sigmavision.com/products/](http://www.sigmavision.com/products/)

##### Hunter Engineering

Hunter Engineering has three main workshop systems available in the UK through Pro-Align. Quick Check Drive is a new touchless wheel-alignment system that takes preliminary readings without having to attach sensors or targets. It also provides a fast drive-through operation at no addi-



tional labour cost. Road Force Touch is an intelligent diagnostic wheel balancer that helps to eradicate even the most challenging of wheel vibration problems. By conducting a full diagnostic of the wheel and tyre assembly, it identifies and provides recommendations for minimising vibrations and delivering a smoother and straighter drive. Smartweight is an innovative wheel-balancing system that saves workshops time and money by achieving a better balance through separating static and couple imbalance forces.

[www.pro-align.co.uk](http://www.pro-align.co.uk)

## ≡ C

### CONSUMER FINANCE AND COMPLIANCE

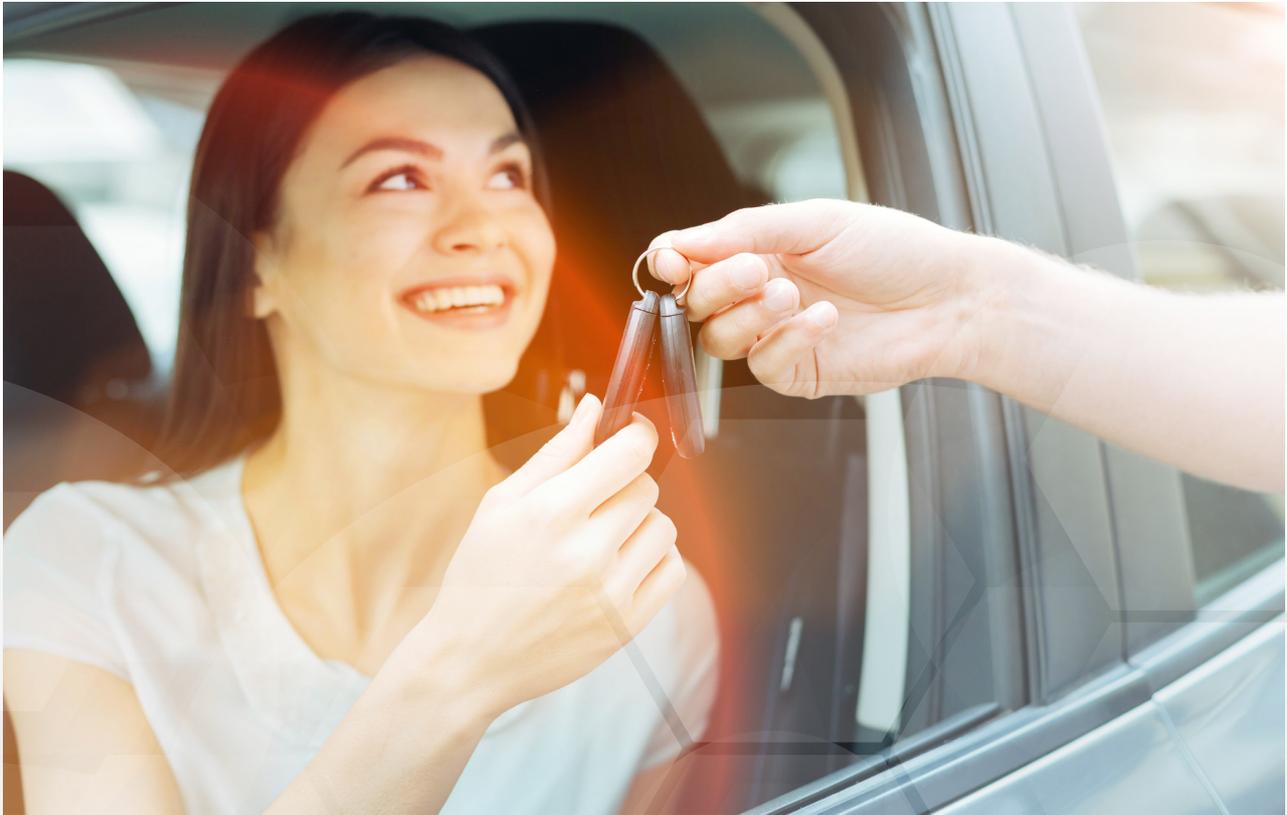
#### Alphera Financial Services

My Alphera Finance is a new online portal for Alphera's car finance customers. The mobile-friendly platform is quick and easy to join and gives customers a transparent means to access information about their finance agreements, request and receive a settlement figure almost immediately, and find out what happens at the end of their contract. The platform also allows for two-way communication between parties, meaning customers can keep Alphera updated if their needs and circumstances change. While the settlement figure process is done exclusively online, the platform can also guide customers to speak to someone directly over the phone if they need some more personal assistance. It also provides similar flexibility and convenience should they need to update their bank or contact details or direct debit information, or change a vehicle registration.

[www.myfinance.alphera.co.uk](http://www.myfinance.alphera.co.uk)

#### Black Horse

Black Horse recently launched Finance Online, a new digital point-of-sale system, which is available on a range of mobile devices. This provides an easier quote and proposal service, with side-by-side product comparisons and an improved customer journey functionality for existing customers. It also offers a comprehensive suite of API services that are easy to integrate with showroom and online journeys, including settlement, quotation and proposals. Black Horse has also launched a new retention portal in partnership with Portfolio 3Sixty, to support dealers in retaining customers through used and new car campaigns. It is also due to unveil SignIt Anywhere. Building on the success of its existing SignIt 



 functionality, which enables dealers to authenticate and sign finance agreements online in the showroom, this will enable customers to sign their documents remotely for the first time. [www.blackhorse.co.uk/dealer/dealer-toolkit](http://www.blackhorse.co.uk/dealer/dealer-toolkit)

### Startline Motor Finance

Startline Motor Finance's new Contract Management System and Customer Self-Serve Portal, which went live in August and is provided by finance technology specialists White Clarke Group, ensures a slick and flexible payment collection process. Customers can use it to self-serve on their collections through an advanced portal, enabling them to change address and contact details, view core contract information, request a settlement quote and change of billing date, view their annual statement, and make payments. The new system also handles the issuing of regulatory documents, early

settlement calculations including partial settlements, financial postings, managing information change and end-of-contract management. It also deals with asset registration, non- or late payment activity, vehicle trace and repossession, and arrears collection and reporting.

[www.startlinemotorfinance.com](http://www.startlinemotorfinance.com)

### COURTESY CAR MANAGEMENT

#### AX-UK

AX-UK has three main products: AX Manage, AX Connect and AX Protect. AX Manage has been developed specifically for franchised and independent dealers, bodyshops and service centres. It provides day rate insurance, an easy to use multi-platform diary, onboard vehicle  telematics and a DVLA licence-checker. AX

# Inform your pricing strategy with an unrivalled view of the live retail market from Auto Trader

**When it comes to pricing, a variation of a single percentage point can impact your profit. That's where Auto Trader's leading data tools can help you gain a competitive advantage.**

**Did you know that Auto Trader's valuations are powered by the largest data set of its kind?**

In fact, our team of data scientists monitor over 1.9 million vehicles each day, including 90,000 vehicle updates and an average of 19,000 vehicles added or removed from Auto Trader. Coupled with data from circa 450,000 trade used car listings every day, as well as additional dealer forecourt and website data, they're the most accurate reflection of the live retail market.

We believe this level of insight is essential in such a fast-moving market. Indeed, retailers using our AT Retail Accelerator forecourt management product, of which valuations are a core part, typically sell their cars an average of 12.8 days faster, and turn their total stock 30% quicker, than those who don't<sup>1</sup>.

**The industry's most successful brands trust Auto Trader data to power their forecourts**

Thousands of retailers, large and small, rely on the accuracy of our valuations to inform their pricing strategies every day. With over 46,000 used cars sold annually Marshall Motor Group recognise that even the smallest under or over valuation could have a significant impact on their bottom line.

The solution: to embed our data into its own market leading business intelligence system, Phoenix 2, enabling sales teams from across its 100+ sites to manage stock from a single application. As well as saving time and effort, our data has helped them sell more cars, faster, and make more profit in the process.

To find out how we can help your business, please visit: [trade.autotrader.co.uk](https://trade.autotrader.co.uk)





 Connect provides a range of vehicle protection and management devices, enabling users to know their vehicles' locations 24/7, better manage driver behaviour and misuse, and remove areas of dispute around speeding fines and congestion charges. AX Protect combines the data provided by its connected devices with intelligent software and human expertise to monitor and produce alerts of erratic driver behaviour, compile detailed reports after any traffic incidents, and instigate snatch-back services for stolen or unreturned vehicles.

[www.ax-uk.com/products](http://www.ax-uk.com/products)

### Cooper Solutions

Cooper Solutions has refined FullCover, its web-based fleet management system that tracks all vehicle movements within a dealership. The system incorporates the option of daily rate insurance for customer courtesy, demonstrator and rental loans. Other features include integrated DVLA licence

checks, which validate customers' driving licenses in real time, and loan agreements are produced electronically in a way that protect customers' data in compliance with the GDPR. Its key benefits are generation of a profit stream, and tools to report on utilisation and cost/revenue breakdown.

[www.coopersolutions.co.uk/public/products/full-cover/](http://www.coopersolutions.co.uk/public/products/full-cover/)

### Circle Leasing

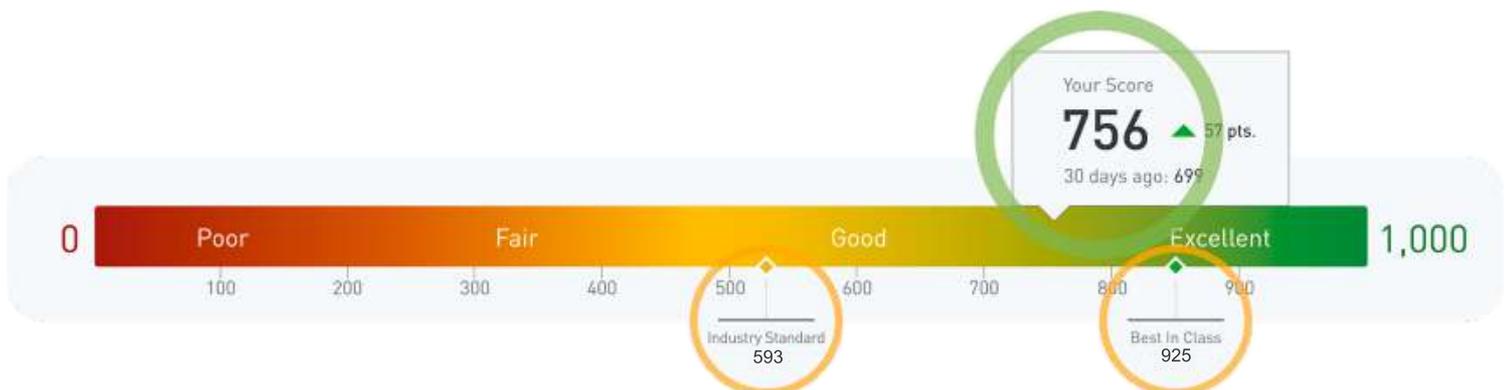
The MyFleet Vehicle Hire platform is a fully digital and paperless system for booking out, checking in and managing courtesy cars. Its mobile device app guides the user through the appraisal process, inspecting every aspect of the vehicle at check out. Pictures and videos can be taken, illustrating the condition of the car and the amount of fuel in the tank, to eliminate disputes when the car is checked back in. Appraisers' movements are also mapped on the desktop portal, so jobs can be assigned to appraisers while they are on the 

## Advertising Feature



# What's Your Dealership's Reputation Score?

Your Reputation Score defines how your brand looks online. Within automotive, in November 2019 the industry average Reputation Score sits at 593, so what's your score?



A Reputation Score acts like a credit score for your overall brand health online. As you make improvements to your online reputation, your Reputation Score improves. This helps you thrive in the Feedback Economy and be found, chosen and experienced by your customers.

Dealerships that improve their Reputation Score see up to a 10% increase in sales.



### Be Found

Optimise your [Business Listings](#)  
Rank Higher in [Local Search](#)



### Get Chosen

Manage [Reviews](#) and Improve Ratings  
Engage on [Social Media](#)



### Improve Experience

Resolve Issues Fast with [Actions](#)  
Increase CX with [Surveys](#)

Email [contact-uk@reputation.com](mailto:contact-uk@reputation.com) or call 0800 066 4781 today quoting 'AM Ultimate Tech Guide' to learn more.

# Save up to an hour per customer and increase finance acceptance rates by 25%

Automotive financial technology (fintech) firm DealTrak helps thousands of UK car showrooms to manage the F&I side of their business

**D**ealTrak's unrivalled lender integrations and compliance capabilities have led to a time-saving track record and 25% uplift in finance acceptance rates for users – making it the market-leading F&I choice for more than 10 years. But why?

## EFFICIENT

Proposal information only needs to be keyed once for instant, real-time decisions, while soft search functionality means higher first-time acceptance rates. When a proposal is complete, the necessary documentation is returned directly into the DealTrak system.

## COMPLIANT

By prompting users for the right information at the right time – in line with legislative requirements – the interface ensures nothing is overlooked, and all records are securely stored for a comprehensive audit trail. Regulated businesses must be able to provide clear, written information about the products they are selling and prove they have worked with the buyer to



achieve the right outcome – repeatable and reproducible processes are key.

## INTEGRATED

For a fully branded experience, a robust API enables DealTrak's functionality to be fully integrated with dealers' other systems. By

reducing the number of systems in place, you also remove the risk of human error and save time.

Integrated with 200 partners and counting, DealTrak passed more than 3.6 million proposals through the platform last year – representing potential transactions totalling £9.6bn.

For more information, visit [www.dealtrak.co.uk](http://www.dealtrak.co.uk), call **0333 344 8442** or email us [info@dealtrak.co.uk](mailto:info@dealtrak.co.uk)

**DEALTRAK**  
SIMPLIFY. CONNECT. ENHANCE.

# DEALTRAK

SIMPLIFY. CONNECT. ENHANCE.

## DealTrak is your essential dealership F&I software

Dedicated to connecting the automotive Finance & Insurance sector



Transform your F&I performance



Improve finance acceptance rates



Save time and increase profitability

With unrivalled integrations with lenders, insurers, lead management systems and web calculators – DealTrak can save you time, increase finance acceptance rates and improve profitability.

Transform the performance of your F&I department by freeing your staff from time-wasting admin and re-keying of information.

Send proposals to a wide panel of Lenders, get instant acceptance decisions and documentation returned directly into the DealTrak platform.



DealTrak saves us up to an hour per customer as we only have to complete finance proposals once. The service and support are fantastic. We have also seen an increase in VAP sales and finance penetration since implementing the system.

Handy Group



dealtrak.co.uk | info@dealtrak.co.uk  
03333 448 442



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**C** road. All of the personal data is stored digitally and securely in the cloud, meaning the system is GDPR-compliant. Creating a booking in the desktop portal is also simple, as it intelligently analyses the dealer's fleet of courtesy cars to make sure the right car goes to the right customer. [www.circleleasing.co.uk](http://www.circleleasing.co.uk)

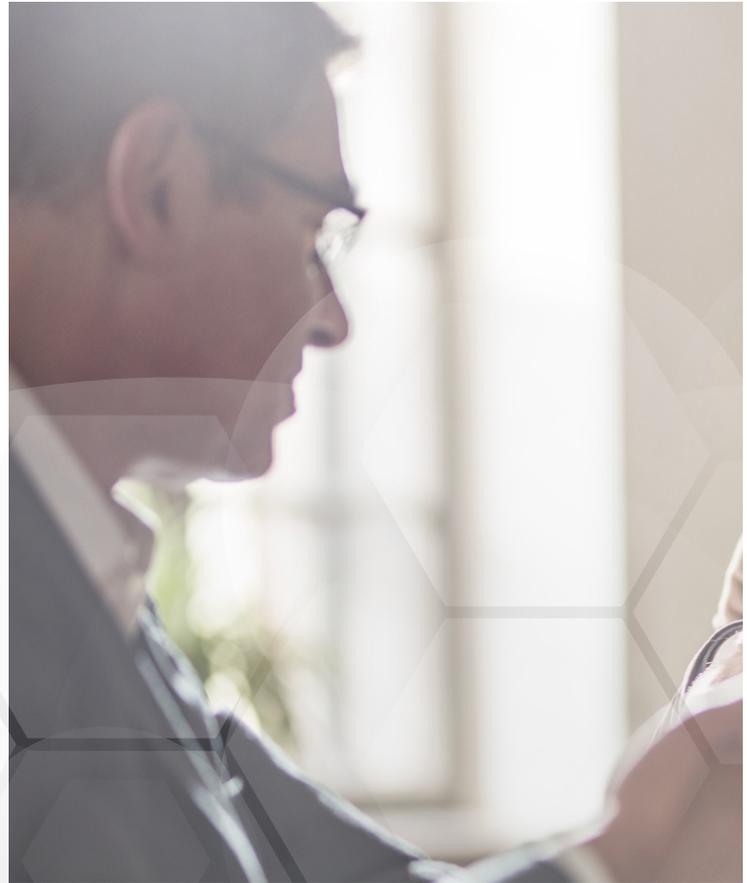
### CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

#### Three60 CRM

Three60 CRM provides two main customer relationship management (CRM) programmes for dealers. Accelerate, which was formally launched in October, is an assisted marketing programme that targets campaigns to the most lucrative customers, on a seasonal basis. Through an algorithmic application, the team identifies profiled clients and prioritises their calls to maximise customer experience, and ultimately, achieve greater retention. Its customised engagement and insights platform, which is currently being introduced, is bespoke for both manufacturers and dealerships to maximise sales via increased foot traffic through showrooms. This includes marketing campaigns, lead management, activity reporting and overarching data integrations. It also provides agile and tailored reports, lead-scoring tools and dedicated support to its UK customers, in addition to automotive CRM software, database management, direct marketing, training and consultancy. [www.three60crm.com](http://www.three60crm.com)

#### Marketing Delivery

SocialStock is an online social media management and reporting platform designed to make marketing simpler and more effective for motor retailers. The system takes a stock feed directly from a dealer's website for use with email stock reminders and Facebook advertising. Using this feed, SocialStock then creates and automatically maintains a Facebook 'product catalogue' to be



used in organic and paid-for adverts. This enables dealers to automatically populate Facebook adverts and Facebook Marketplace listings with vehicle inventory, using advanced social media tools to target relevant prospects based on their location and browsing history. The platform is scalable, depending on dealer requirements, making it suitable for individual solus-brand sites, as well as large dealer groups managing social content for multiple sites and brands. [www.marketingdelivery.co.uk](http://www.marketingdelivery.co.uk)

#### eDynamix

eDynamix's iVHC module has been upgraded to include manufacturer service check sheets, which enable a technician to complete the whole process of vehicle health checks electronically. Embedded



within iVHC is VIDEO1st, which also allows dealers to shoot and send sales videos. A new feature to this is Augmented Concerns, which allows technicians to flag up any concerns they have identified with the vehicle on a video to the customer. It has also launched AutoPoint Lockers, which can be either integrated into iVHC and Online Bookings or as a standalone product, for drop-off and collection of keys. Other systems include Stock Master, which provides a group view of new and used vehicle stock, and is fully integrated with Auto Trader Retail Accelerator to supply information on AdViews, competitors' stock and performance.

[www.edynamix.com](http://www.edynamix.com)

### Contact Advantage

V9 is Contact Advantage's new dealer showroom

platform, due to launch in April 2020. The latest version of the CA Showroom System incorporates next-generation technology to simplify, speed up and make the CRM experience more configurable for the individual user. Dealers will be presented with all of the customer data they need from multiple perspectives. Its OEM Data Hub has also been upgraded to simplify the process for third-party systems supplying the data and produce richer data to enable them to better manage leads and report on showroom activity. By consolidating data from both competitor showroom systems and its own systems, the manufacturer has a better view of the customer data. It has also been updated to comply with last year's GDPR changes.

[www.contact-advantage.com/products/ca-showroom-system/](http://www.contact-advantage.com/products/ca-showroom-system/)





# Video tech for the digital customer journey

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In an age of instantaneous digital communication, retailers require tech that bridges the online to offline customer experience. Here's how CitNOW's suite of video and imagery applications help customer engagement at multiple touchpoints.

### Research

Digital assets - images, 360° views, and video - are now an integral part of online research. CitNOW Web enables retailers to upload a vehicle's digital assets as soon as the car is retail ready. One person, one app, and brand-approved vehicle marketing content uploaded in minutes, not days.

### Enquiries

Creating a personal vehicle walk-around video focusing on features of interest to the customer using CitNOW Sales is a powerful engagement tool. Close ups of used vehicle mileage and anything of note forges trust before the customer even sets foot on your forecourt.

### Aftersales

CitNOW Workshop is as valid today as when we first launched more than 10 years ago. Providing a video record of the eVHC, even if nothing requires attention, demystifies the workshop. Retailers delivering a concise, accessible and transparent appraisal of a customer's car boosts the likelihood of quick authorisation for work required.

### And more...

Retailers utilising CitNOW's technology are finding increasingly innovative ways to improve customer communications and overall consumer confidence, through quality digital content and personal video messaging.

A large blue graphic on the left side of the page, shaped like a quarter-circle. It contains several small icons: a light blue circle, a purple play button, a yellow play button, a purple circle with a white play button, a red circle, and a yellow play button.

Smart video for  
smarter retailing.

Find us at [www.citnow.com](http://www.citnow.com) or  
call us on 01189 977740



# Your vehicle assets, online everywhere, today

CitNOW Web lets you create and publish your vehicle assets online, direct from your device.



## Consistency guaranteed

Guided, intuitive wireframes with embedded OEM standards to ensure consistent, professional shots.



## Video, image, and 360

Rich assets encourage people to travel further to see a car in-person - so you can sell wider, and sell more.



## Less time on the forecourt

Efficient, slick, automated digital process - so your stock is online everywhere and ready to sell in minutes, not days.

Call us on 01189 977748 or email [sales@citnow.com](mailto:sales@citnow.com) to bring your forecourt stock to online customers easier, faster and better.

[www.citnow.com](http://www.citnow.com)



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### LTK Consultants

LTK's Konnect Live module, traditionally used to respond to aftersales customers through automated customer satisfaction surveys and responses, and sending out reminder messages for servicing and MOTs, has now been expanded to assist with the new car sales appointment process. One example is in providing dealers with instant and live visibility of the customers who have been contacted and those left to be contacted, and to track the number of appointments prior to sales VIP events. It also uses voice recognition to transcribe, in real time, messages left at dealerships when staff are on other calls. These are then stored in Konnect Live, for everyone to see and to know whether they have been actioned.

[www.ltkconsultants.co.uk](http://www.ltkconsultants.co.uk)

## ≡ D

### DISPLAY TECHNOLOGY

#### Samsung

Samsung has partnered with Harman to produce the Digital Cockpit, currently on show at its new experience space in Kings Cross, London. Providing a more personalised experience, expanded connectivity and safety, it brings home and automotive uses together, enabling the user to carry out domestic tasks including turning on the lights or setting the temperature at home, checking the contents of their fridge or answering the front door. Key features include Samsung's voice-controlled intelligence assistant Bixby, six immersive display screens, driver and occupant monitoring systems, a mirror-replacement vision system and surround view monitoring, rear-seat entertainment, in-vehicle Samsung DeX for working on documents or watching films via a Galaxy smartphone, and a contextual knob to customise car settings.

[www.samsung.com/uk/kx](http://www.samsung.com/uk/kx)

#### Luminati

Luminati supplies three main digital advertising displays into car showrooms. These include large video walls playing corporate videos on a 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 for tyres and wheels, showing detailed information on that particular product. It also provides play tables for use in showrooms, particularly at product launch events, offering a reception-type area at which the sales team can be based and providing 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](http://www.luminati.co.uk/showroom-displays)

#### Zerolight

ZeroLight's Online Configurator has been expanded upon with the launch of a new dealership version. This highly flexible solution enables users to visualise and explore every configuration of a car in high resolution. It renders all content on cloud servers, removing the processing requirement from the end user, making it accessible on any internet-enabled device. While it is primarily used for website-based configurators – it's currently deployed worldwide on both Audi and Lamborghini's websites – it can also be used to enhance dealership experiences. Lamborghini dealers, for instance, are able to use an enhanced version of their online solution to deliver luxury configuration experiences to their customers. This dealership-optimised version is accessible in resolutions up to 4K, and, because all content is still rendered remotely, all dealers need to do is log in and start configuring.

[www.zerolight.com/online-configurator](http://www.zerolight.com/online-configurator)





## Quadvision

Quadvision provides dealerships with digital signage solutions that create another layer of customer engagement within the showroom. Solutions range from large-format, single-screen displays and multi-screen video walls through to free-standing kiosks with interactivity. In one example, it installed a 2.3-metre wide LG screen with 4K resolution at height in a double-storey Bournemouth-based Porsche showroom. The screen was placed alongside fixed images of Porsche's history. Quadvision also provides the technical expertise to manage the display content. [www.quadvision.co.uk](http://www.quadvision.co.uk)

## DEALER MANAGEMENT SYSTEMS & ACCOUNTS

### CDK Global

Connected Workshop provides a seamless digital operating platform through the workshop, from booking a service to video vehicle health checks. It features a full online service, mobile service adviser and technician, and a marketing campaign manager, as well as integrating with CitNOW's professional video content to provide customers with a visual way to approve repairs. It is designed to help reduce stocking costs, improve order turnaround and customer satisfaction. 

# How unanswered leads may be costing you 45 sales a year

Some dealerships ignore up to half their leads. That is irresponsible, but easily preventable, says Pontus Riska, vice-president, sales and support, RAPID RTC

**Q** What are the lost opportunities for dealers who are still ignoring 50% of leads in your mystery shops?

**A** In today's competitive landscape, consumers expect immediate and thoughtful answers to their questions. There is no shortage of places for them to take their business, and if a dealership ignores their enquiry it is an easy decision to eliminate them from consideration. Based on our mystery shop findings, those dealerships that are ignoring 50% of their digital leads are doing themselves a major disservice. They are potentially incurring significant financial losses, in the form of both unrealised revenue (from 15 – 45 lost sales opportunities a year for the average dealer) and wasted media spending (about £42,000 a year in wasted media spending for the average dealer). There are plenty of ways that a dealership could lose out on a potential sale, and not following up on a request for

communication is one of the more irresponsible ways to do so, especially given the fact that it is preventable.

**Q** Why do you think dealers are ignoring leads?

**A** There are several reasons why leads are

being ignored. Perhaps the lead had been submitted to a source that is not regularly monitored, or perhaps the salesperson that received the lead forgot about it or was overwhelmed with requests at the time. In order to deliver the kind of service that car buyers expect, your process for receiving and acting upon leads needs to be functional 24 hours a day, 365 days a year. Furthermore, there needs to be accountability to execute the required follow-ups for these leads. At any moment, a dealership should know who submitted the enquiry, where it came from, who is following up on the lead, and what is their status.

**Q** How can they resolve this?

**A** RAPID RTC is known as the authority in digital lead management for a reason. We provide our dealer customers with the tools they need to answer 100% of their digital leads, and our products are second to none. Our flagship Lead Manager product ensures

## COMPANY PROFILE

**Key Products:** RAPID RTC Lead Manager and RAPID RTC Chat

**Key Staff:** Pontus Riska, VP Sales & Support

**Founded:** 1996

**Based:** European headquarters are in London, UK, with international offices in Paris, France; Winnipeg, and Toronto Canada; Dallas, U.S.A.

**Visit:** [www.rapidrtc.co.uk](http://www.rapidrtc.co.uk)

**Email:**

[sales@rapidrtc.co.uk](mailto:sales@rapidrtc.co.uk)

**Phone:** 0800 014 8011

RAPID  
RTC

**“ NOT FOLLOWING UP  
ON A REQUEST FOR  
COMMUNICATION IS  
ONE OF THE MORE  
IRRESPONSIBLE WAYS TO  
LOSE OUT ON A POTENTIAL  
SALE, ESPECIALLY GIVEN  
THE FACT THAT IT IS  
PREVENTABLE**

**PONTUS RISKA, RAPID RTC**

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personalised and high-quality responses to all digital enquiries from any source, without the use of automated replies or bots, and does so in an industry-leading response time of under 30 minutes. Our Chat product connects digital chat prospects to real salespeople – not message-takers or bots – in an average time of seven seconds. Our 24/7 Concierge team pre-qualifies leads before passing them along to sales staff to continue the conversation, which on average last for more than 22 minutes, as opposed to an empty exchange that can come from an unqualified prospect. In the event that your team cannot facilitate an incoming live chat, we will support and convert them into an actionable lead for follow-up through the Lead Manager platform.

**Q What quick and easy win is there for dealers to improve their digital communications?**

**A** It is important for dealers to personalise their

communications across all digital channels. Your customers appreciate a tailored response, and data shows a significant increase in customer engagement when combining the efficiency of automation with the personal touch of customisation. The first response should have a balance between a 'soft landing' for the online customers while building value in the product, dealer and brand. As a rule of thumb, three is the magic answer for questions to ask and call to action language to be used.

**Q How does your service stand out from rivals?**

**A** We stand out from our competitors because we put our customers first when making decisions and ensure that our products and services will keep them ahead of the curve. We are consistently innovating and are always looking to improve on our offerings. One such example is our new Response Quality Module, or

**“ IT IS IMPORTANT FOR DEALERS TO PERSONALISE THEIR COMMUNICATIONS ACROSS ALL DIGITAL CHANNELS... DATA SHOWS A SIGNIFICANT INCREASE IN CUSTOMER ENGAGEMENT WHEN COMBINING THE EFFICIENCY OF AUTOMATION WITH THE PERSONAL TOUCH OF CUSTOMISATION**

**PONTUS RISKÅ, RAPID RTC**

**RAI**  
**The Authority**  
**Digital Lead M**

RQM. RQM is a feature within our Lead Manager platform that scores dealership sales staff based on pre-set criteria which, through data science, demonstrates improved effectiveness in communications to prospective buyers. Using the insights gained from this scoring, you can review by salesperson, by lead source and by date to see where to focus your coaching and training efforts. When RQM has been implemented among dealerships, our data has shown that we can help increase digital lead conversion to sale by more than 16%.



We work with top-level brands, and they expect to work with a partner of similar calibre. Whether it be our certified trainers or dealer care teams, our customers are always in good hands when it comes to their service needs. I would stack our teams up against any of our competitors. We have a group of people that have a passion for what they do and making sure that our customers have a good experience, and it shows.

**Q Which channels should dealers focus on?**

**A** Typically, there is significant focus on a specific

channel, such as Chat, at any one point in time. The fact of the matter is, customers will make use of the channel that fits them the best based on their specific stage in the buying cycle, sense of urgency and anonymity. Dealers should therefore take care to have all options covered and to provide a consistent customer experience across all channels; be it an online enquiry, chat, text, phone call or walk-in.

**Q What can people expect from you this year?**

**A** This is an exciting time for us, as we continue

our trajectory of growth in the market.

We are driven to provide best-in-class service to our current partners and the new ones we sign on to our platform. As far as what comes next, we will be bringing our RAPID RTC Text and Voice products to market. These products will focus on connecting prospects to salespeople through the text and telephony channels respectively, and provide dealerships with even more options to ensure they are communicating at the right time, on the right channel, and with the right message.



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**C** Connected Parts aims to improve the way orders are processed and fulfilled across the parts distribution network, using barcode scanners in the storage area to enhance the goods in, goods out and stock check process by ensuring data is captured accurately and in real time, thus enabling dealers to save hours in preparation time and manual counting.

[www.cdkglobal.com/en-gb](http://www.cdkglobal.com/en-gb)

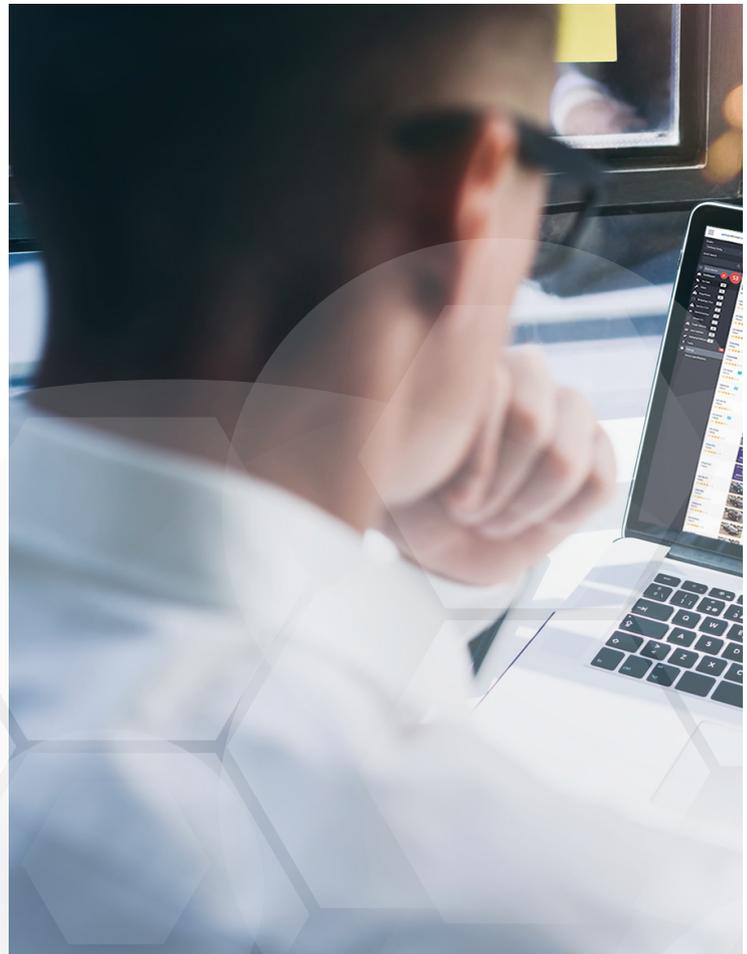
### Pinewood

Pinewood has upgraded its suite of DMS products. Maxing Tax Digital now enables dealers to electronically record VAT transactions, generate and submit returns directly to HMRC, and collate/submit returns for multiple separate divisions, as one. Its mobile apps Host+, Tech+, Stock+ and Parts+ have been updated with new time-saving features and improved processes. The new Host+, for reception staff, enables customers to e-sign test drive documents and includes a vehicle image and video gallery with stock search. Tech+, for vehicle technicians, features a redesigned VHC status summary, full visibility of service history and improved menu pricing. Stock+, for sales/stock management, launched this year, enables dealers to send personalised videos, capture and store vehicle video documents, as well as update vehicle details during stock takes. Parts+, for parts management, enables barcode scanning and issuing parts on the move.

[www.pinewood.co.uk/overview/](http://www.pinewood.co.uk/overview/)

### Gemini

Gemini has integrated with Manheim Auctions to ensure vehicles purchased at auction are entered directly into a dealer's vehicle stock book in their DMS, Evolution DX. This allows administration overheads to be reduced and enables dealers to market their vehicles more quickly as well as freeing up time for admin staff. It has also introduced an MOT look-up feature, which can check the UK's MOT database for a vehicle and updates



the DMS instantly. This helps to ensure the vehicle has been properly MOT'd and is safe and legal for staff members to drive, as well as ensuring the automated marketing sent from the DMS via Campaign 365 is accurate and timely. Gemini is also trialling a new workshop control system designed to deliver significant functionality gains.

[www.gemini-systems.co.uk/evolution-dealer-management-system/](http://www.gemini-systems.co.uk/evolution-dealer-management-system/)

### Reynolds & Reynolds

Power DMS has been upgraded with a new integrated deal workflow that transforms the communication between Reynolds & Reynolds' DMS and CRM software. The integration layer



automates tasks between both platforms, meaning that a vehicle order marked as sold now automatically generates complete details in the Power Vehicles Sales Module, ready to be invoiced. This enables the saving of time and resources by processing deals faster and more accurately, and streamlining tasks, so the sales team can focus on selling cars. Data is entered once and shared from a central database between all of Reynolds & Reynolds's platforms. Power DMS also encompasses bi-directional integration with its CRM system; automatic stock feeds into and out of its websites; and one-click access to customer records when the phone rings.

[www.reyrey.co.uk/power](http://www.reyrey.co.uk/power)

### Click Dealer

ClickStock enables dealers to find the best vehicles for their business while saving time and increasing profitability. Under the new platform, they can be notified when stock that matches their buying profile becomes available, but without having to actively search for it themselves. All vehicles purchased through ClickStock will automatically land in a dealer's ClickDMS. It also uses Auto Trader's vehicle insight to generate data, including a vehicle's retail rating and average days to sell. Other key features are its pricing calculator, which works out the maximum they should pay for a vehicle, taking into account retail price, price position, and unit costs, fees and margins. Vehicles can also be added to a shortlist, from which dealers can place future bids. Full appraisal of vehicle damage with photos and NAMA grade are included.

[www.clickdealer.co.uk/dealer-management-system](http://www.clickdealer.co.uk/dealer-management-system)

### Dragon2000

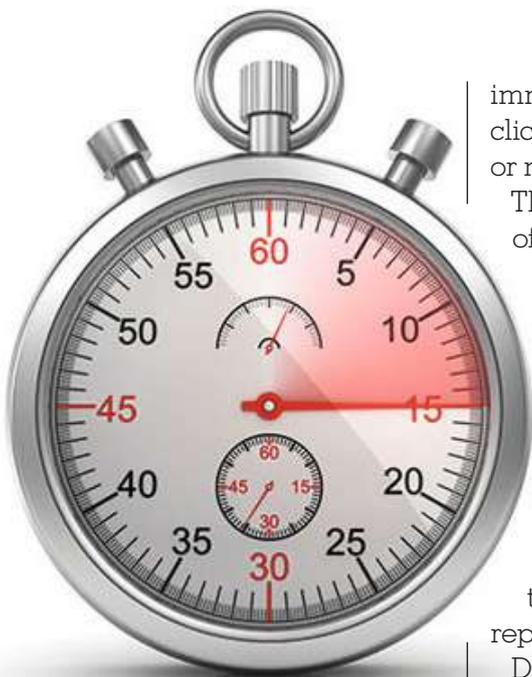
DragonDMS has been upgraded to include a range of new features. Finance integration is available, allowing quotes within the DragonDMS, along with accounting integrations with Sage and Xero, HMRC's Making Tax Digital and card payment provider Paymentsense, as well as providing Facebook Marketplace integration free of charge to its users. The DragonDMS also includes stock feeds to all major advertisers and has lead integrations with Auto Trader, Facebook Marketplace and Dragon2000-built websites, creating all the enquiry information within the DMS. In addition, dealers can take advantage of hundreds of features to track their leads, analyse business performance, build deals based on customer requirements and print sales invoices. Dragon2000's new mobile app also enables dealers to record and send sales videos to potential buyers, helping to increase sales conversions and build customer trust.

[www.dragon2000.co.uk/dealer-management-system/](http://www.dragon2000.co.uk/dealer-management-system/)



# A quick response to enquiries is more important than ever

In a recent survey, 30% of buyers told us they expected a dealer to respond in under 15 minutes



To help retailers respond more effectively to this growing demand for swifter replies, we have launched "Click to Call", an enhanced module to Dealerweb React, our online platform and mobile app, which channels all digital leads into one location.

With more than 30% of buyers saying they would prefer to receive a call from the dealer during traditional working hours, sales teams can now respond

immediately to all enquiries at the click of a button from their desktop or mobile device.

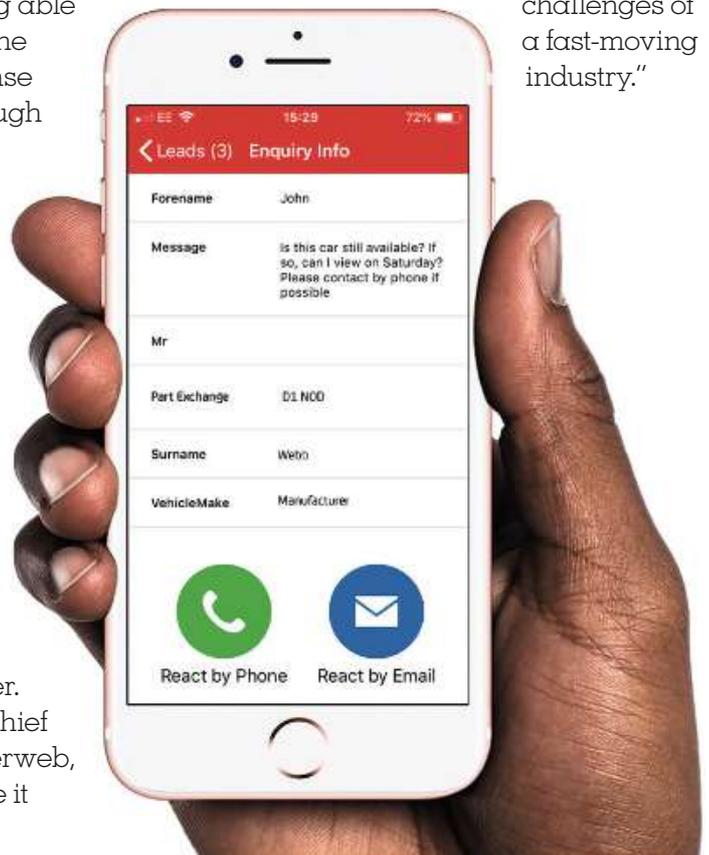
The cutting-edge technology offers numerous additional benefits to hone sales team performance, including integrated call recording and instant playback, as well as being able to analyse the lead response activity through automated tracking and reporting.

Dealerweb React is unique in that it is the only system that provides a business with the option to respond via a fully HTML-formatted email template or with a direct call to the customer.

Martin Hill, the chief executive of Dealerweb, said: "We've made it

easier to call the customer within the system, which helps ensure compliance procedures are supported, and the sales process is optimised. The launch is part of our ongoing product innovation programme, where we are investing to help dealers and manufacturers meet the

challenges of a fast-moving industry."

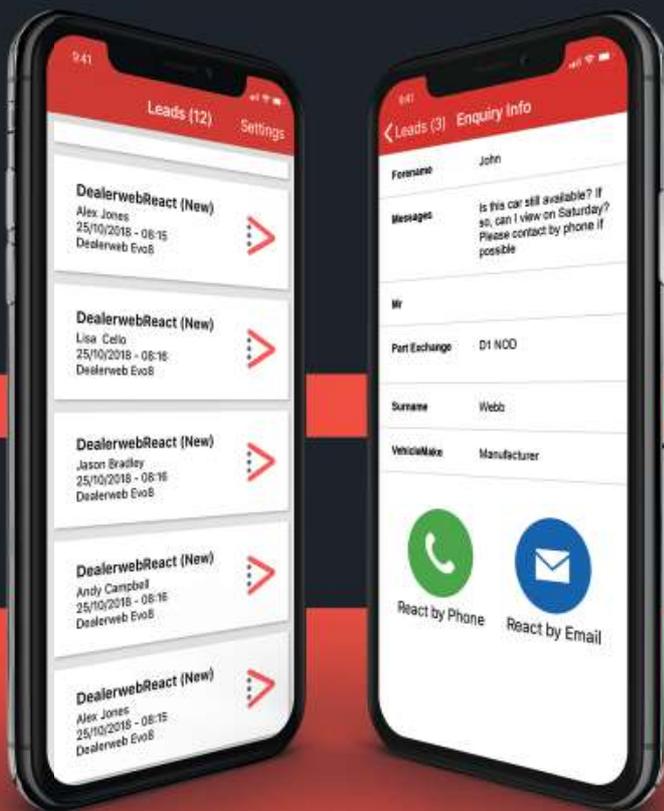


# DealerwebReact

with Click to Call

## Faster Lead Response. Anytime. Anywhere. Anyhow.

- ✓ Capture 100% of online leads
- ✓ Provide a personal response in seconds via email or call
- ✓ Set and monitor overall response times
- ✓ Answer enquiries out of hours
- ✓ Capture and respond on any device
- ✓ No additional software or hardware needed
- ✓ Track performance across your dealer network
- ✓ Integrated call recording and playback
- ✓ No additional call charges



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**Web:** [www.dealerweb.org](http://www.dealerweb.org)

# Stay in touch with customers using Connected Workshop from CDK Global

Dealers can make more from their customers by giving them a seamless and efficient workshop experience

The CDK Global Connected Workshop enables dealers to regularly communicate with their customers and offer them a seamless digital journey. From booking services to checking their car in and collecting it again once ready, the Connected Workshop streamlines the process and reduces delays.

In the digital age, keeping in touch with customers is even more important, as well as ensuring they have control over their servicing and can access information 24/7. Service Online allows customers to manage their own service bookings and integrates with the DMS and workshop diary automatically, which benefits both the dealership and the consumer.

Mobile Service Advisor makes the vehicle check-in process seamless, with staff able to carry out reports on a tablet device where customer booking details are readily available. This system also integrates with the DMS, so errors are much less likely.

Mobile Service Technician allows teams to note work done, keep track of tasks and see the



performance and efficiency of each job. Enabling dealers to make more from vehicle health checks, VHC Touch is a mobile app where a VHC can be completed on any tablet device and makes the follow-up process more efficient.

CitNOW integration allows workshop staff to record a personalised video for customers, showing what work needs to be done. This helps to build transparency and trust with customers and increases the chances of them returning in the future. With the help of Campaign Manager, follow-up actions can be

set, such as reminding customers when tyres need to be replaced.

The Connected Workshop operates with ease and simplicity and puts power back into the hands of the consumer, while also benefiting your team with an efficient integrated workshop.



For more information, please call **01488 662 662**, visit [www.cdkglobal.com/en-gb](http://www.cdkglobal.com/en-gb), or email us via [www.cdkglobal.com/en-gb/contact-us](http://www.cdkglobal.com/en-gb/contact-us)



**SalesMaster**

Stockbook is designed to be a one-stop shop that enables dealers to tap into every available channel to market, providing a consistent view of stock across all franchises and sites to ensure they put the right vehicle in front of the customer. The real-time stock management platform automatically combines and processes group-wide vehicle data from a range of sources including DMS, factory and third-party systems, and enhances it. Using a smart search, it allows entire dealer networks to see and locate exactly what is available to sell, respond to market demands and plan ahead using a smart campaign dashboard. Dealers can then share stock, via their own website or online marketplaces, such as Auto Trader and leasing companies.

[www.salesmaster.co.uk](http://www.salesmaster.co.uk)

**DOCUMENT MANAGEMENT**

**Arena Group – mstore**

Arena Group's 'mstore for automotive' aims to minimise the cost of producing, storing, archiving and destroying paper documents. In use by three of the top 10 UK dealer groups, several top 100 groups and the BMW UK network, mstore digitises the paper process including deal files, service, finance, and HR, incorporating digital signatures. The system combines scanning, DMS and system integration, and electronic document management technology to manage paper processes digitally and makes manufacturer audits and FCA compliance more efficient. Mstore says return on investment is achievable in two years, in addition to freeing up employees' time and improving customer service.

<https://www.arenagroup.net/>

