



**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](http://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](http://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/](http://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](http://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](http://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](http://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](http://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/](http://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](http://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.

## COMPANY PROFILE

**Key products:** RAPID RTC Live Dealer and RAPID RTC Lead Manager

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

**Founded:** 1996

**Based:** European HQ in London; international offices in Paris, France; Winnipeg and Toronto, Canada; Dallas, USA

**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

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

PONTUS RISKA,  
VP SALES & SUPPORT, RAPID RTC

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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).

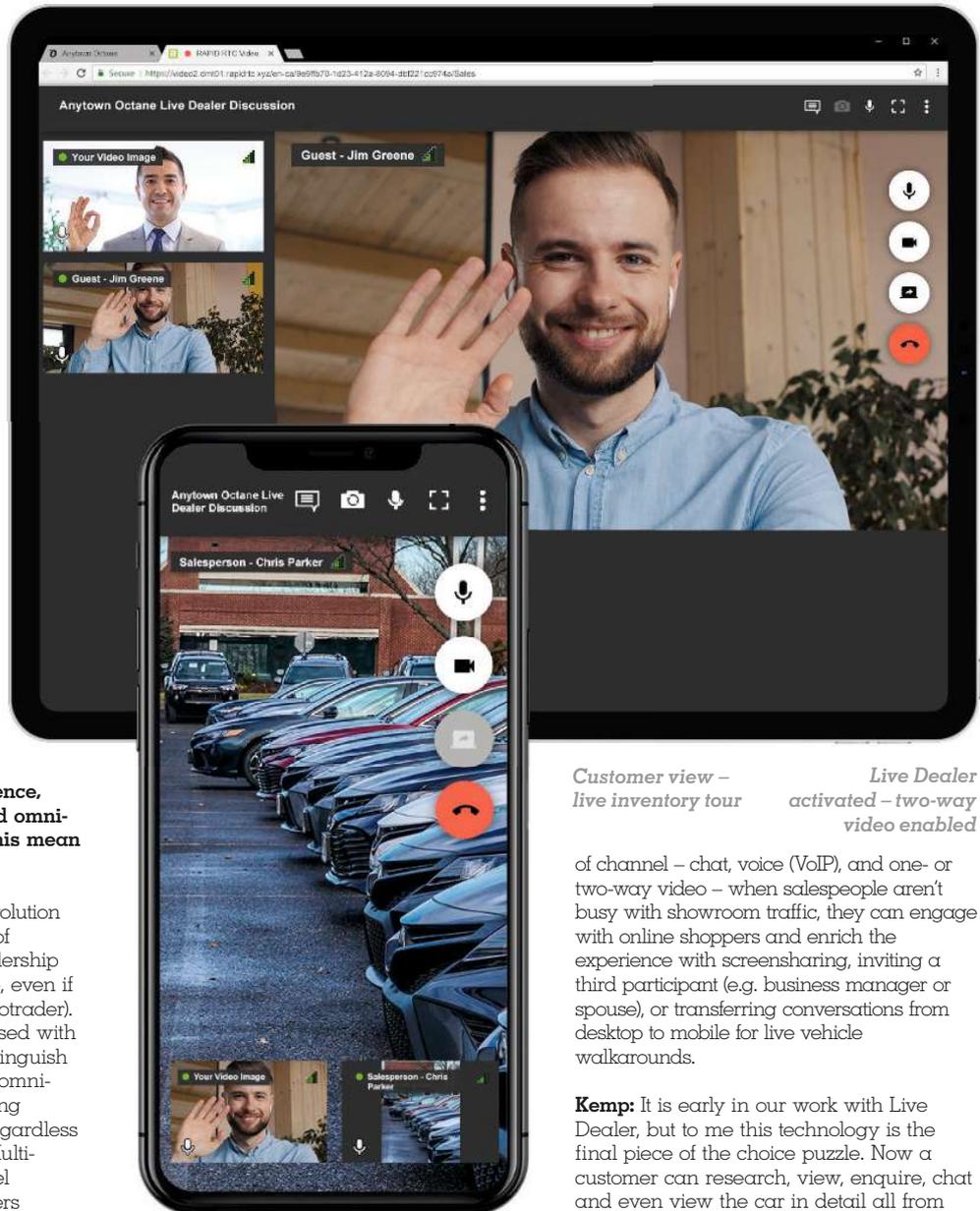
This demonstrates that digital tools are most effective when they connect salespeople and shoppers the same way as in the dealership: the people using the tools are the key to building trusting relationships online. Man and machine – working together – enhance our interactions and help form closer connections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

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.

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

**Visit:** [www.rapidrtc.co.uk](http://www.rapidrtc.co.uk)  
**Email:** [sales@rapidrtc.co.uk](mailto: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](https://reputation.com/resources).

Visit: [www.reputation.com](https://www.reputation.com) • Call: 0800 066 4781  
Email: [contact-uk@reputation.com](mailto:contact-uk@reputation.com)



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](http://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.

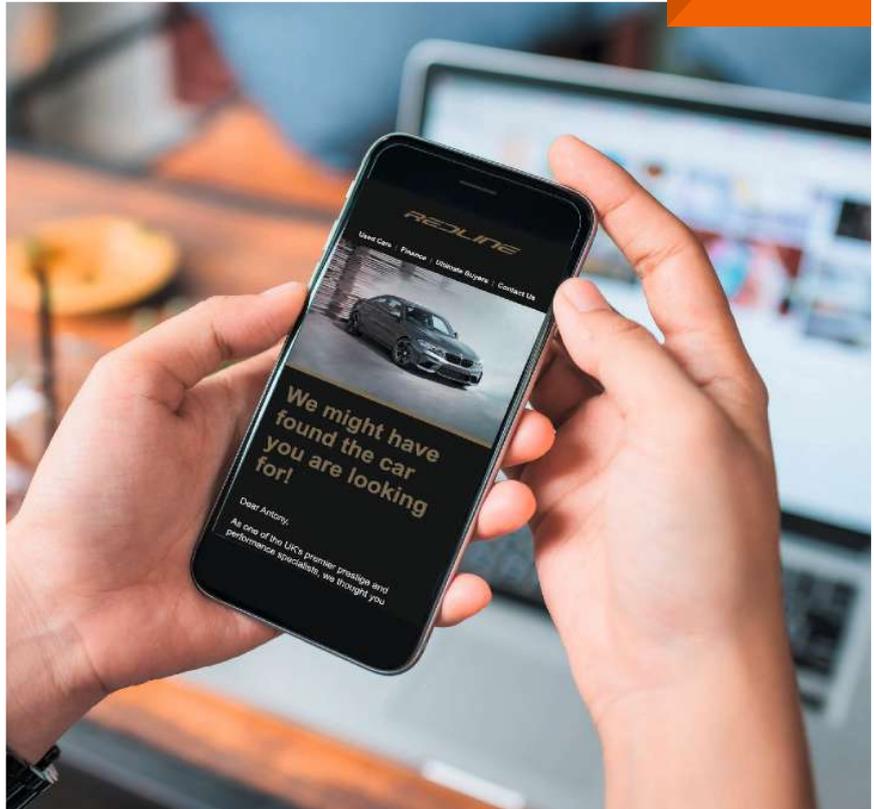
itor information so they can price their vehicles correctly in order to improve sales.

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

# Here for you.

## Yesterday, today, tomorrow.

Since 2014, NextGear Capital has been helping dealers grow their businesses with flexible, straightforward and dependable funding. We like to roll up our sleeves, really get to know our customers and look towards the long term - and never before has this way of thinking been more important.

We know the journey ahead is hard to plan right now, but whatever your route, you can be sure we'll be there right beside you all the way.

Contact us today to find out how NextGear Capital can help your dealership thrive.  
Call us on **0330 107 5146** or visit [nextgearcapital.co.uk/hereforyou](http://nextgearcapital.co.uk/hereforyou)

**NEXTGEAR**  
CAPITAL

COX AUTOMOTIVE

Vehicle Solutions

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Funding Solutions

Retail Solutions

# AM ONLINE

## AUTOMOTIVE MANAGEMENT

## Home to the must-watch automotive industry webinars

Go to the new 'webinars' section on AM-online to see all the latest presentations from AM and major industry suppliers. Hear insights from other dealers and analysts in the quarterly AM Motor Retail Review webinar. Learn about market trends and tips for running dealerships more efficiently in the range of topical webinars, covering all aspects of motor retail operations from aftersales, CRM and reputation management to customer service and sales.

[am-online.com/webinars](http://am-online.com/webinars)





D



**C** 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](http://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](http://www.zerolight.com)

## DEALER MANAGEMENT SYSTEMS & ACCOUNTS

### CDK Global

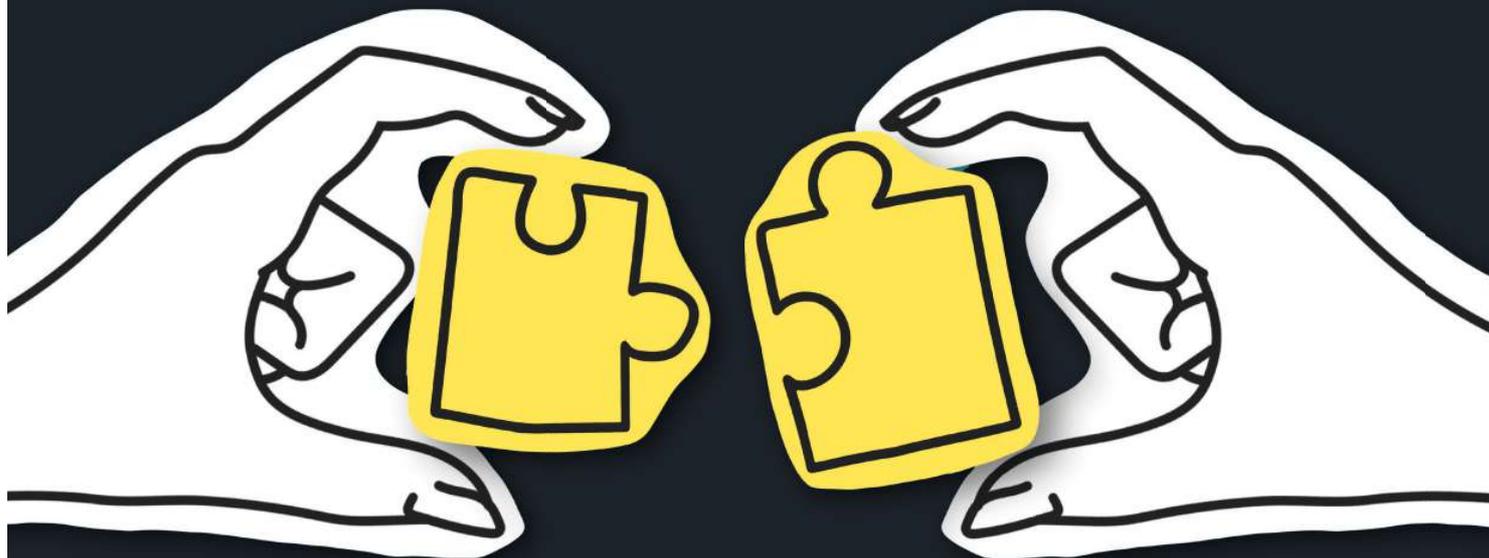
CDK Global's Visualiser and Visualiser Advanced

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](http://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 



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



The ultimate enquiry management tool



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](http://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, usability 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 usability, 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](http://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/](http://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](http://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](http://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, Click-Stock 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/](http://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/](http://www.dragon2000.co.uk/dealer-management-system/)