



Engage

Equipment Dealers

Bring Your Dealership into the 21st Century to Improve Sales & Service Operations

Antiquated business systems that don't talk to each other and inefficient manual processes result in millions of dollars in missed revenue opportunities, as well as longer and more complex sales cycles and increased equipment downtime and service costs. Customer satisfaction and retention are also negatively affected. In today's online environment, where customers have instant access to

your competition at their fingertips, you can't afford to continue doing business this way.

To compete, you need to be able to tap into the account and equipment data that runs your business. Engage for Equipment Dealers is an easy, cost-effective way to modernize systems and processes, and gain real-time visibility and access to your data.

The end-to-end system centralizes and simplifies sales, equipment, and service processes — bringing all data under one platform, where it can be leveraged to enhance efficiency and profits. Complete visibility of the entire customer lifecycle allows you to more effectively manage operations, maximize sales and service opportunities, and enhance the customer journey.

Engage for Equipment Dealers arms your dealerships with the actionable insights needed to:

- ✓ Work smarter and faster
- ✓ Focus on activities that generate the most revenue
- ✓ Amplify post-sales and service revenue
- ✓ Reduces operational costs
- ✓ Better meet sales and revenue targets
- ✓ Strengthen customer and vendor relationships

Features and Capabilities

Sales Management

By simplifying and speeding the sales process and giving your sales teams all the information they need in one place, you'll increase their efficiency and productivity and allow them to provide a more personalized customer experience.

- Track and manage all sales activities & grow the sales pipeline
- Quickly and easily schedule and manage demos, handle trade-ins & generate accurate quotes
- Perform more accurate planning, forecasting & reporting

Service Management

Improving visibility into field service operations and personnel allows you to better manage contracts. This ensures a consistent stream of ongoing service revenue; increases service efficiency, productivity, and consistency; and enhances customer service.

- Track and manage equipment history & warranty information
- Reduce equipment downtime & overall maintenance costs
- Extend equipment

Relationship Management

Better manage your relationships with manufacturers and customers by always having the real-time, up-to-date information you need for each sales opportunity and service incident.

- Gain a 360-degree view of each customer, including purchase history, brand preferences & sales opportunities
- Track and manage all your business contacts in one place
- Leverage market and data trends to target customers for opportunities

Robust Workflow Engine

The integrated solution includes pre-built equipment dealer workflows to automate and speed sales and service processes, establish consistent best practices, and personalize and enhance the customer journey.

Mobile Ready

Engage for Equipment Dealers is mobile ready, allowing access to customer and equipment data and history on- and off-line. This enables proposals, quotes, and pricing on the go and enhanced service and repair capabilities.

Cloud-based, D365 integrated

Engage for Equipment Dealers is built on Microsoft Dynamics 365 systems, making it cost-effective, easy to deploy and use, and scalable. Our deep industry knowledge and expertise are built into the solution, mitigating deployment fears and risks.

User-Friendly Dashboard

The solution is accessed from user-friendly dashboards that make it easy for you to manage the sales and service process from desktops, laptops, tablets, and phones.

Get Started. Request a Customized Demo.

Interested in learning more about Engage for Equipment Dealers? Get a customized demo to see how you can re-invent your business solutions.



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Call Us at 888.599.4332

Why Hitachi Solutions

We offer deep industry expertise combined with decades of experience providing high-value solutions that deliver rapid return on investment. Our approach is designed to give you a faster, lower-risk implementation and rapid adoption through proven best practices.

1

It starts with core technologies built on Microsoft Dynamics 365 so you can get up and running quickly

2

We extend that with our own industry modules that give you capabilities tailored to the needs of the heavy equipment industry

3

Finally we deliver a customized solution to provide the best fit for your business, so you can focus on your unique strengths, not on basic technology