

Mannai

Automotive CRM

Customer Relationship Management for Automotive



SOLUTION HIGHLIGHTS

CUSTOMER VIEW

Complete 360 view of customers and their interactions

UNDERSTAND VALUE OF CUSTOMER

Provides vital information about the amount that each customer spends on vehicles, servicing and parts, together with details of their purchases.

EFFECTIVE AND PRODUCTIVE

Integrates the operational areas of the business, minimizing repetitive tasks and avoiding duplicate data entry.

OPEN PLATFORM

Easy to integrate and scale with existing ERP, DMS, Portal, Mobile App or any other systems

CHOICE OF DEPLOYMENT

Provides a choice of deployment on Microsoft Cloud or On premise

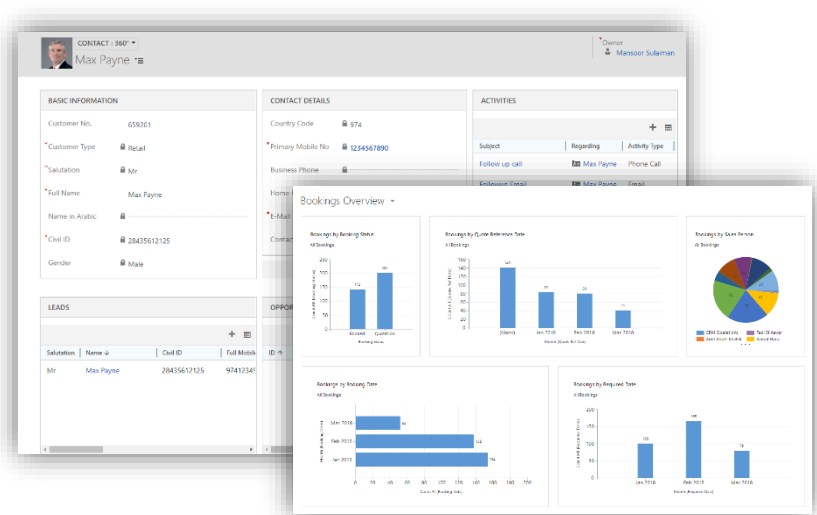


Deliver Excellent customer Experience in Automotive Industry

AutoCRM has been designed to meet the needs of both the dealer and its customers, helping control and reduce costs, increase sales and improve customer service. AutoCRM can make a difference to every department - whether the objective is increasing workshop efficiency, reducing the cost of managing loan cars, growing sales via marketing campaigns, maximizing vehicle sales profitability or reducing parts stocking costs.

“Turn more un-sold prospects into sold customers, sold customers into happy customers and happy customers into repeat customers”

FEATURES OF Automotive CRM (AutoCRM)



Sales Force Automation

Create a complete list of leads from different customers' touch points to share with distribution and retail partners and monitor

- Import leads from any channel i.e. website, third party
- Manage opportunities through various pre-defined sales stages and steps
- Define lead qualification rules
- Drive successful conversion of leads
- Complete visibility of the sales pipeline
- Complete view of leads with their related contacts, contracts, cases, opportunities
- Keep track of customer interaction, track the status of opportunities, view past sales history and obtain insights on next sales opportunities
- Sales forecast can be accurately predicted with the help of past sales data.
- Reduce time required by the sales manager to prepare the daily, quarterly, monthly or annual report



Marketing Automation

Set up, manage, run and analyze marketing campaigns based on segmented database and nurture your customers with targeted campaigns. Analyze responses and results on a single dashboard.

- Segment campaigns using customer or vehicle details
- Setup ad-hoc or recurring campaigns
- Consolidate multi-channel campaign responses
- Check campaign performance by deliver rate, read rate, click through, response analysis and ROI
- Campaign Cost management
- Marketing to Lead conversion ratio



Service Module

Set up, manage, run and analyze customer complaints, feedbacks and service management. Analyze complaints and feedbacks on a dashboard.

- Register and route customer complaints
- Create customer satisfaction surveys. Review feedback and customer satisfaction.
- Receive and consolidate survey responses through PDSS and SSS Surveys
- Make customer analytics-based improvements to dealer operations



Customer & Vehicle 360 Views

Get a 360-degree view of the customer and differentiate by offering a personalized customer experience.

- Full visibility of customer and vehicle data
- Gather and consolidate contact and vehicle information from all channels
- Integrate social media customer data
- Prevents data duplication
- Improved customer insights



A LEGACY THAT SPEAKS VOLUMES

MANNAI AUTOMOTIVE | HEAVY EQUIPMENT | INFORMATION & COMMUNICATION TECHNOLOGY | MEDICAL EQUIPMENT
HOME APPLIANCES & ELECTRONICS | ENERGY & INDUSTRIAL MARKETS | INDUSTRIAL SUPPLIES & BUILDING MATERIALS
TRAVEL | MANWEIR | QATAR LOGISTICS | GULF LABORATORIES | COFELY BESIX MANNAI FACILITY MANAGEMENT
MANNAI AUTORENT | DAMAS JEWELLERY (UAE) | GFI INFORMATIQUE



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