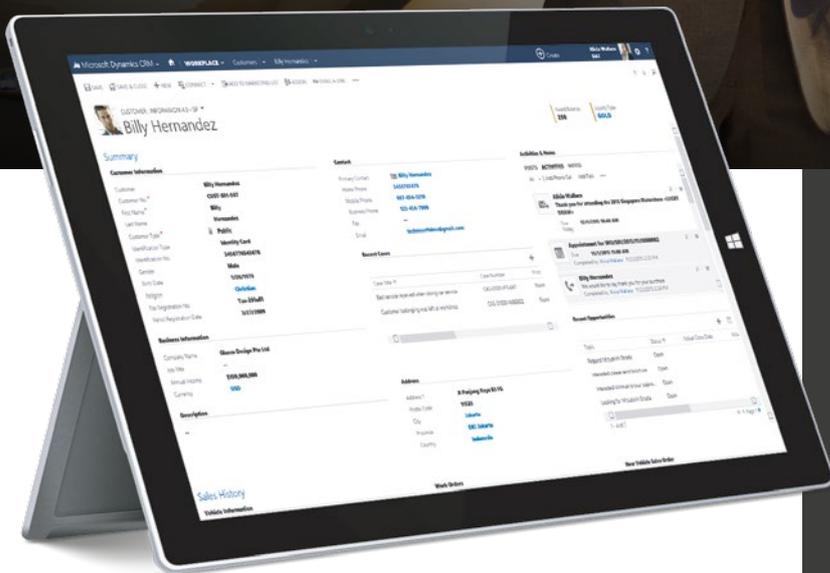


technosoft  
**Yana**  
Automotive CRM

# Customer Relationship Management for Automotive



## Deliver the best-in-class customer experience in the automotive industry

Technosoft Automotive CRM is a customer relationship management system that is designed to revolutionize customer experience in the automotive industry. Based on the Microsoft Dynamics 365 CRM platform, Technosoft Automotive CRM provides complete 360-degree customer view and 360-degree vehicle view. It enables national sales companies (NSC), auto importers/distributors and dealer groups to effectively manage targeted marketing campaigns, to streamline lead and pipeline management, and to improve customer satisfaction & customer retention.

## Solution Highlights

### COMPLETE

Complete 360-degree view on customers and vehicles

### BEST-IN-CLASS

Best-in-class automotive customer relationship management system

### CUSTOMER EXPERIENCE

Deliver a consistent customer brand experience and achieve higher customer retention.

### OPEN & SCALABLE

Ease of integration with existing DMS systems

### CLOUD-READY

Deployment on Microsoft Azure Cloud or On-Premise

### INTELLIGENT

Power BI with predefined reports and dashboards for each user or user group

# Product Capabilities



## Customer and Vehicle Management

Get a 360-degree view of the customer and differentiate by offering a personalized customer experience at each customer's touch point.

- 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

## Marketing & Campaigns

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
- Execute personalized campaign via customers' preferred mode of communication
- Consolidate multi-channel campaign responses
- Check campaign performance by deliver rate, read rate, click through, response analysis and ROI

## Social Media Engagement

- Listen on all social media platforms and understand how people feel about your dealership and brand and how you compare against your competitors.
- Analyze sentiment to determine your share of voice across social channels and know who your key influencers are.
- Convert social media posts into leads or customer service cases.
- Gain insight to shape your messaging and sales strategy more effectively.
- Drive customer engagement to foster conversations about your brand

## Lead & Pipeline Management

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

- Import leads from any channel i.e. website, social media, third party
- Manage opportunities through various pre-defined sales stages and steps
- Define lead qualification rules
- Drive successful conversion of leads to sales orders
- Complete visibility of the sales pipeline

## Sales Force Automation

- 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
- Generate quotation quicker and increase customer satisfaction with the reduced response time
- 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 reports.

## Customer Satisfaction

Create customer satisfaction surveys. Review feedback and customer satisfaction index.

- Distribute post-service surveys to customers
- Receive and consolidate survey responses
- Measure customer satisfaction and customer loyalty
- Analyze feedback and customer satisfaction index
- Make customer analytics-based improvements to dealer operations