LOYALTY LOGISTIX
AUTOMOTIVE INTELLIGENCE

Specialised Customer Management suite for the Auto Retail Industry

ACP
AUTOMOTIVE CUSTOMER PLATFORM

Gold Microsoft Partner
Microsoft

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Unique Architecture for Consumer Management

There are 4 Critical Dimensions

1. Customers

2. Vehicles

3. Dealers

4. Time bound - Start Point & End Point

Multiple interactions mean consumer actions are made relevant and avoid conflict

E.g. Customer buys a new car but service dealer continues to market -Result is unhappy customer, no multi dealer dialogue

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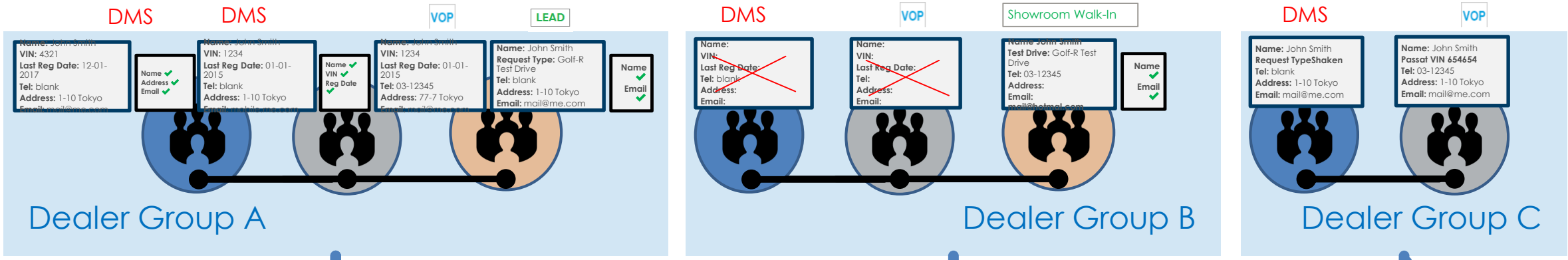
If it was simple it would have been done before now…….



Wholesale Level Merge

Retail Merge

CRM Retail Customer
Name: John Smith
Request Type: Golf-R Test Drive
Tel: 03-12345
Vehicle 1: 1234
Vehicle 2 4321
Address1: 1-10 Tokyo
Address2: 77-7 Tokyo
Email 1: mail@me.com
Email 2: mobile@me.com

Dealer A Retail View

Name: John Smith
Request Type: Golf-R Test Drive
Active Opportunity
Tel: 03-12345
Vehicle 1: 1234
Vehicle 2: 4321
Vehicle 3: 84562
Address1: 1-10 Tokyo
Address2: 77-7 Tokyo
Email 1: mail@me.com
Email 2: mobile@me.com
Email 3: mail@hotmail.com

Merged NSC Master Customer

Retail Merge

CRM Retail Customer
Name: John Smith
Request Type: Walk-In
MOI: Golf-R Test Drive
Tel: 03-12345
Email 1: mail@hotmail.com

Dealer B Retail View

Name: John Smith
Relationship: Service
Service Opportunity
Tel: 03-12345
Vehicle 2: 4321
Vehicle 3: 84562
Address1: 1-10 Tokyo
Address2: 77-7 Tokyo
Email 1: mail@me.com
Email 2: mail@hotmail.com

Dealer C Retail View

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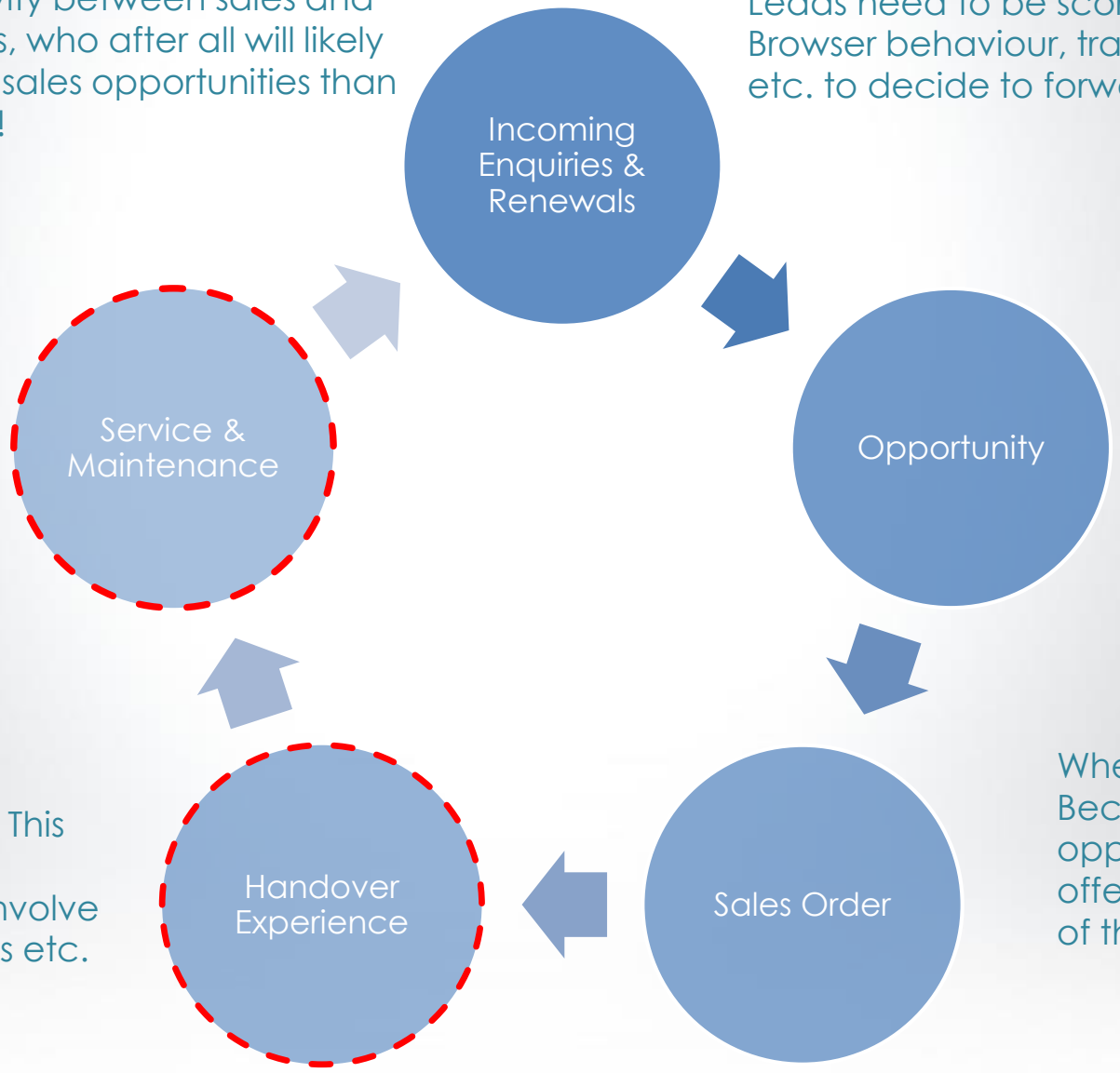
High-level view of the ownership life-cycle

There needs to be greater connectivity between sales and after-sales, who after all will likely see more sales opportunities than sales staff!

Leads need to be scored intelligently, using Browser behaviour, trade-in, buying timescales etc. to decide to forward or to put into "Nurturing"



The maintenance cycle, as everyone here knows better than any of us is key, and where we need to building barriers to defection at any point of vulnerability.

Once a Lead is forwarded we call it an Opportunity.
We need to make various aspects of the sales
Process visible to the NSC. What can't be measured can't be managed!

When an Opportunity closes to Become an Order, we have an opportunity to make special offers, to be fitted before delivery of the new car, etc.

The handover ceremony
Is the first opportunity to Ensure after-sales loyalty. This must be a memorable experience, and should involve introductions to after-sales etc.

Functional Areas

ACP
AUTOMOTIVE CUSTOMER PLATFORM

Systems/Data Integration From Disparate Sources	360⁰ View of Customer throughout lifecycle starting with Handover
Opportunity/Complaint Management	Lead, Opportunity and Event management and distribution
Campaigns Communication	National, Regional, Group & dealer multi-channel predictive marketing
Rewards Owner Experience Programme	Retention Management and Customer Portal
Analytics Business Intelligence	Multi System Data mapping & normalisation, analytics dashboards.

Integrated Customer Platform - ACP

- Wholesale and Retail 360^0 view of customer
- Integrated Lead & Opportunity Management
- Multi-Channel Contact Management
- Predictive Sales Renewal Marketing
- Predictive Aftersales Marketing
- Customer Experience & Rewards Management
- Permission / Preference Management
- Business Analytics & Insights

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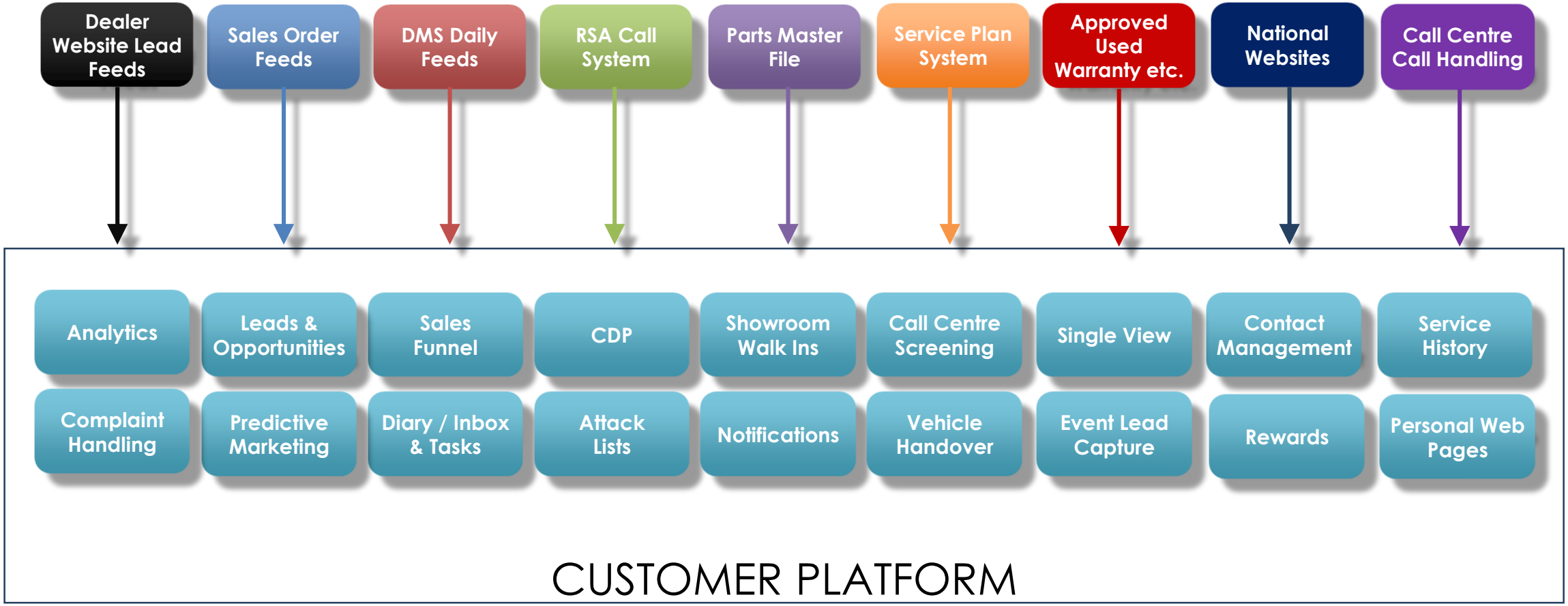
Schematic Overview

The Customer Experience Suite

- Predictive Marketing and aftersales analytics
- Online Test Drive & Service Booking
- Smartcards
- Digital Vehicle Handover
- Digital Service Advisor
- Event Lead Capture
- Rewards Platform – Retention manager
- Personal Web Pages Mobile Web site
- Complaints Handling
- Campaign and Communications Manager
- Lead Management and Distribution
- Sales Funnel Visibility
- DMS Integration
- Data Quality Management
- Customer Platform

Target Architecture



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Wholesale View

Customers

Wholesale | Dealer 1 | Dealer 2 | Dealer 3

VW Dealer 1

Mr. John Murray(マレー ジョン)

59%

Data Management

Street View

ID - W2768736

Status - P

Contact

Email	rjohnmurray@hotmail.com
Mobile Telephone	00447565545090
Days	Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday
Time	13:00 to 15:30

Preferences

- ✗ Home Visit Preferred
- ✗ Allow Phone
- ✓ Allow Email

Overall Preferred Contact Method

Email: Home/Private - rjohnmurray@hotmail.com

492-1 Motomachi Ohora - 1000101

Next Contact/Events

Next scheduled appointment	-
Next estimated sales opportunity	04/05/2019
Last scheduled campaign	-
Next Shaken	-

Latest Notes

22/02/2018 11:09:07 - Paul Gower

Check this rattle on the next service

View More Info

Hyundai i 30 J10HNS N/A (Petrol Manual) (New Car)

Add Vehicle

VIN: TMAD351ULHJ343727

General

Model year	2017
Last Reg Date	
Mileage	23456 km
Colour	Blue
Segment ID	C

Vehicle Dates

Order & Sales Date	
Next Appointment	
Next Purchase Date	19/06/2020
Next Shaken	None
End of Finance	04/05/2019

Dealer & Sales Data

Vehicle Price	
Last Selling Dealer	
Res Sales Person	
Last Service Dealer	
Res Service Person	

Hyundai i 30 J10HNS N/A (Petrol Manual)

Customer Timeline

Record Cre... 22/02/2018	Record Cre... Hyundai i 30 TMAD351ULHJ3 22/02/2018	Current Mil... Hyundai i 30 TMAD351ULHJ3 22/02/2018	Complaint ... 22/02/2018	Showroom ... 22/02/2018	Close Comp... 23/02/2018	Tenken Hyundai i 30 TMAD351ULHJ3 08/03/2018	Tenken Hyundai i 30 TMAD351ULHJ3 08/03/2018

February 201 | March 2018 | April 2018 | May 2018

Modular design to meet your needs now and later

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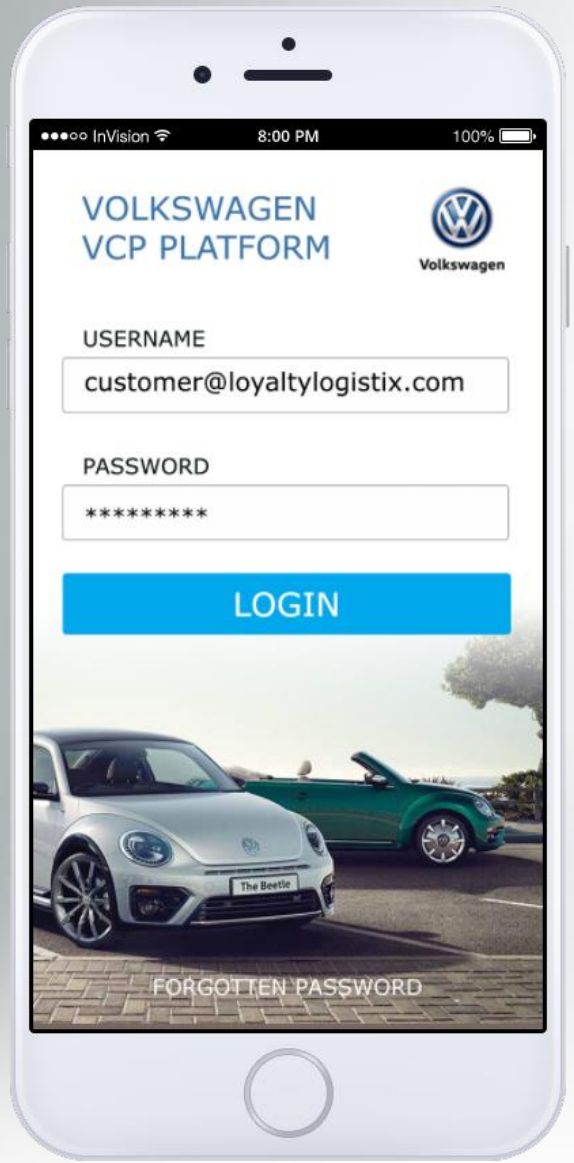
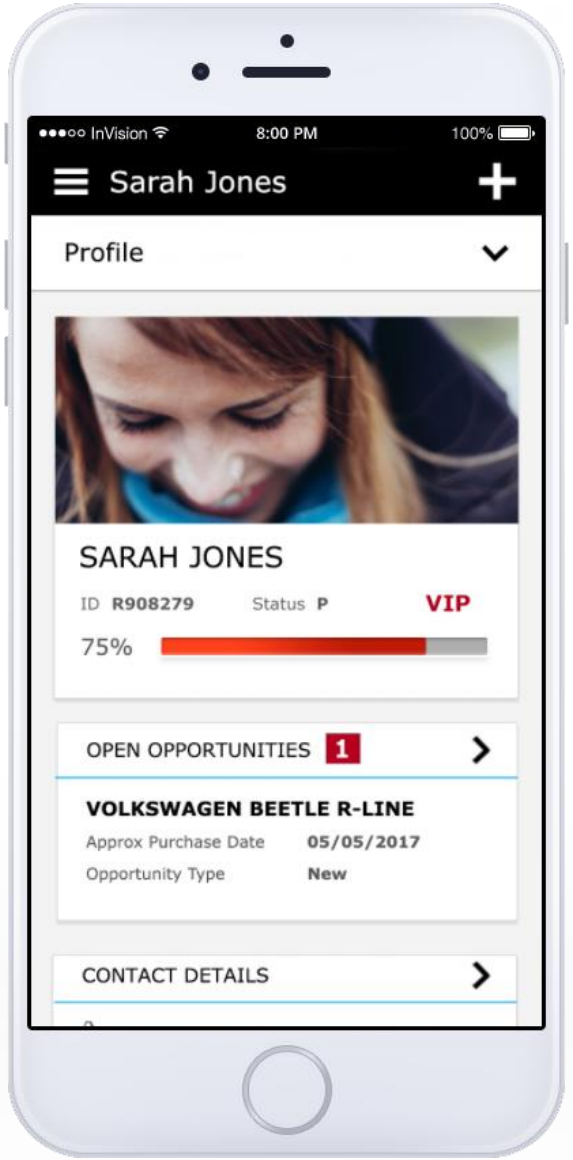
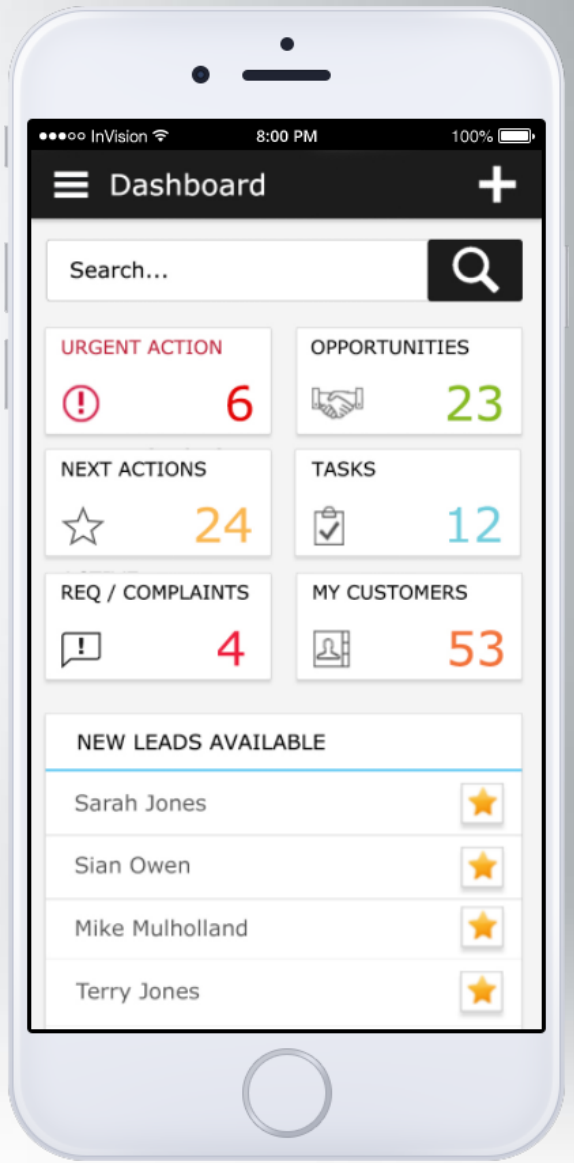
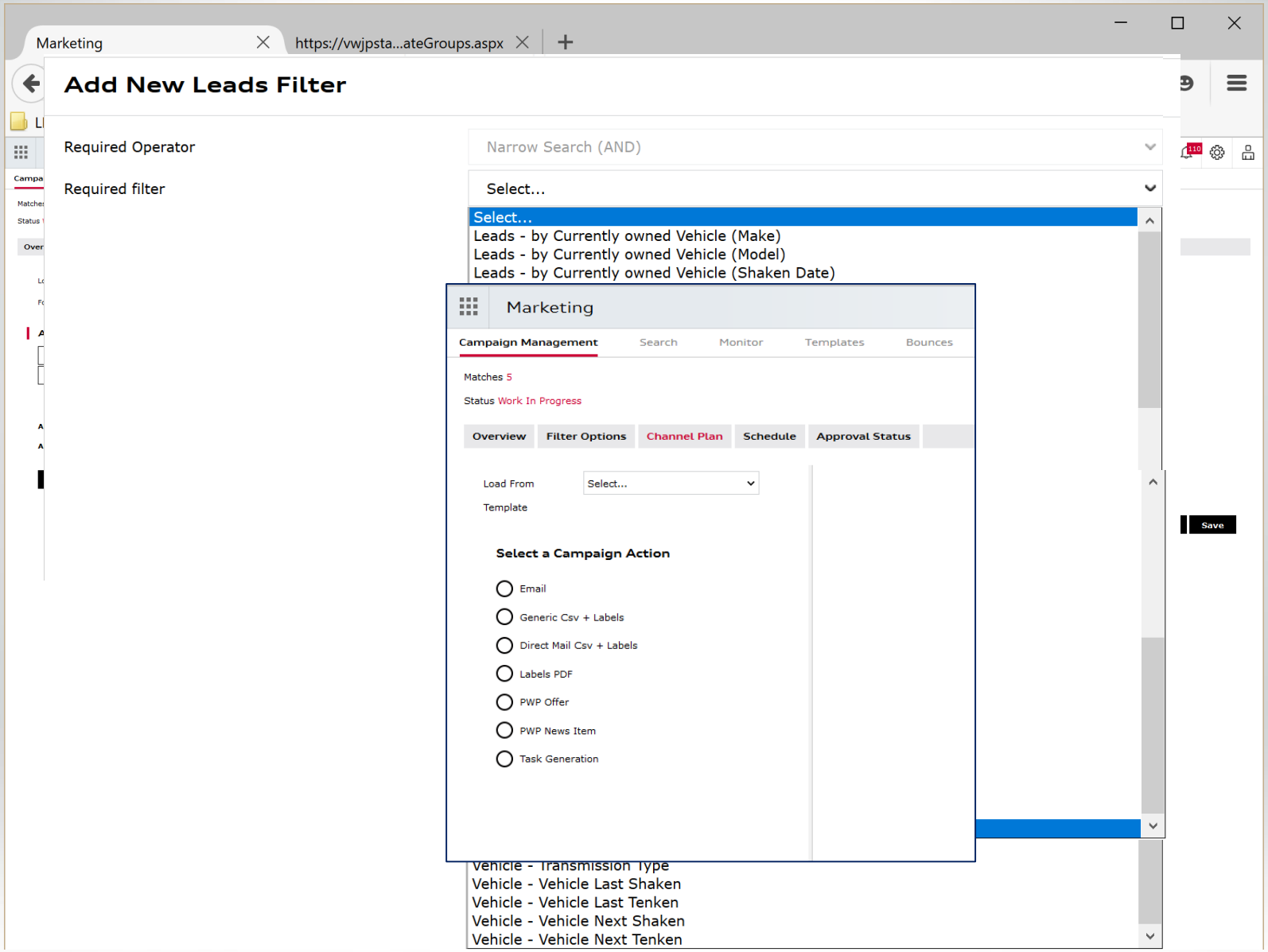
Opportunity by Smartphone



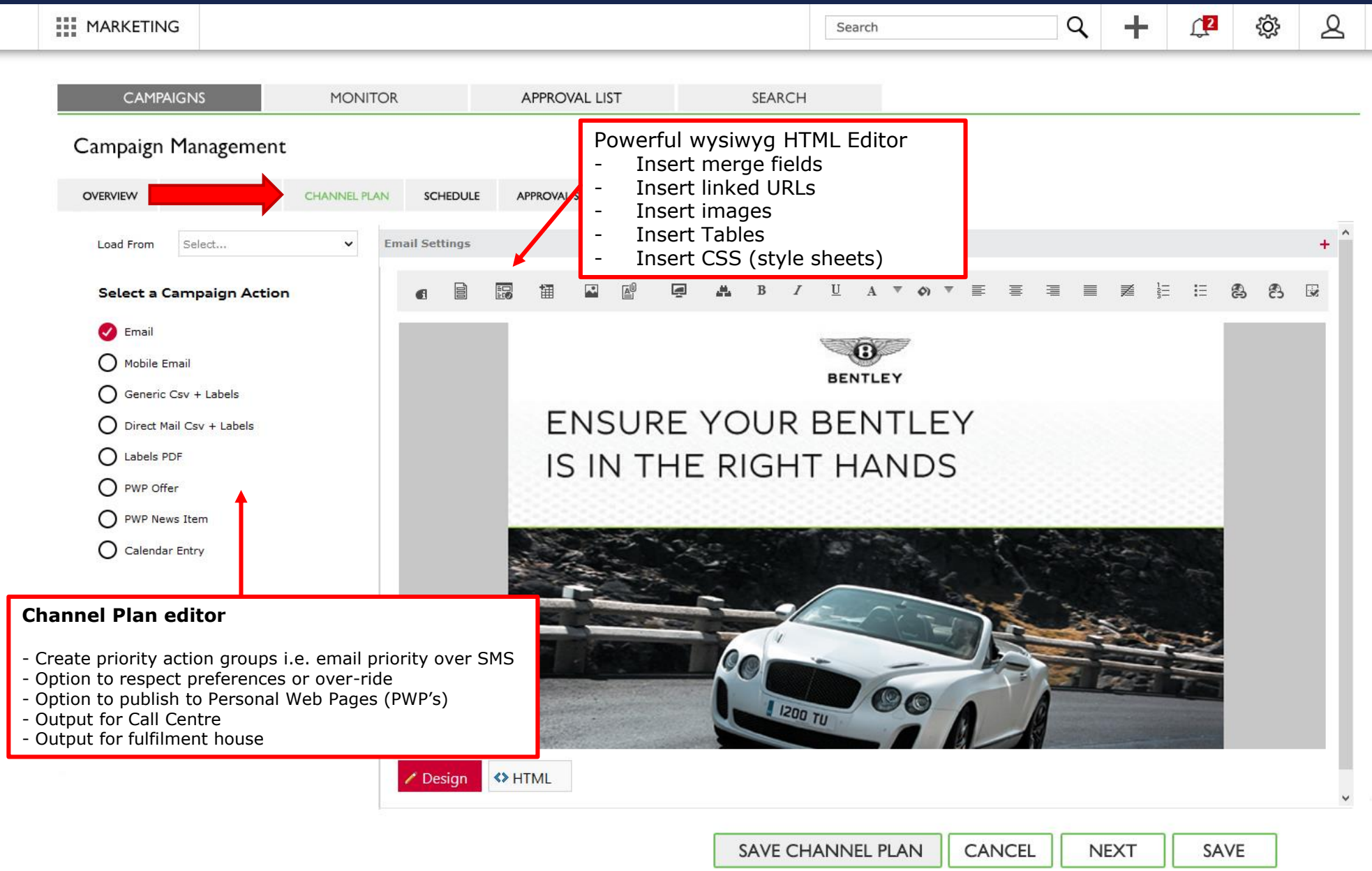




Campaign Management

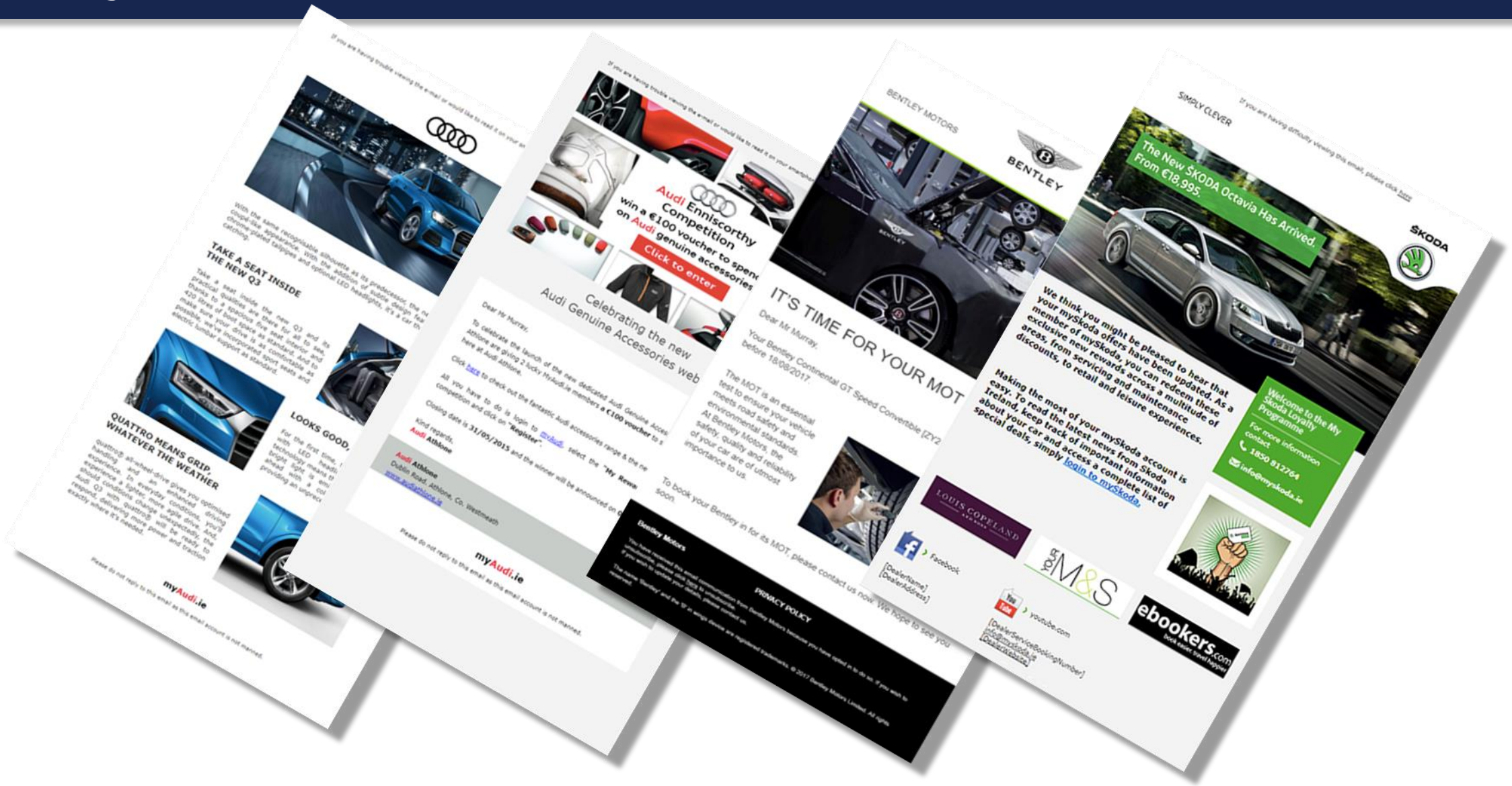


Campaign Manager – Channel Plan creation (e-template design)



Powerful wysiwyg HTML Editor
- Insert merge fields
- Insert linked URLs
- Insert images
- Insert Tables
- Insert CSS (style sheets)

Channel Plan editor

- Create priority action groups i.e. email priority over SMS
- Option to respect preferences or over-ride
- Option to publish to Personal Web Pages (PWP's)
- Output for Call Centre
- Output for fulfilment house

Campaign Examples