

technosoft  
**Yana**  
DMS

# Customer-focused Next-generation Dealer Management System

**Delivers a consistent customer brand experience at each customer's touch point and achieve higher customer retention**



## Omni-Channel Lead Capture

Listen on all social media platforms and understand how people feel about your dealership and brand and how you compare against your competitors.



## Sales Force Automation

Actively track the status of every prospect throughout the car-buying journey across multiple touchpoints. Use intelligent solution to identify potential prospects and drive successful conversion of leads to sales orders.



## Vehicle Sales

Streamline every step of the sales process - from sales order, delivery to invoicing and payment. Perform real-time sales performances analysis with live dashboards on PC, Tablet or Mobile - Anywhere, Anytime



## Service

Obtain insights and tools for all service functions to enable increased productivity and a superior customer experience. Improve service workshop loading, decrease unscheduled walk-in and maximize utilization and mechanics' productivity.



## Data-Driven Customer Experience (CX)

Establish a 360-degree view of the customer. Deliver a consistent customer brand experience across branches and achieve higher customer retention.



## Solution Highlights

### COMPLETE

Complete solution for end to end dealership process

### BEST-IN-CLASS

Dealer processes developed with leading OEM & dealer groups

### CUSTOMER EXPERIENCE

Deliver a consistent customer brand experience and achieve exceptional customer experience

### OPEN & SCALABLE

Ease of integration with existing system landscape

### CLOUD-READY

Deployment on Microsoft Azure Cloud or On-Premise

### MOBILE ACCESS

Manage your dealership through mobile devices - wherever

# Benefits of Yana Dealership Management System



## Vehicle Sales

### Increase Sales Productivity

Improve response time to lead when sale staff navigated through a structured sales processes, auto-generate documentation via an intuitive and tablet-ready web interface or gain access to 360-degree customer-view and 360-degree vehicle view.

### Boost customer satisfaction index

Deliver the best-in-class customer experience (CX) by providing customer with personalised service and consistent brand experience across all branches.

**Fully customisable** - Management can define & customise standardized workflows, with manual and automated steps, based on vehicle make, market segment or customer group.

## Service and Parts

### Increase workshop productivity

Increase service bay utilisation, improve mechanics' productivities and reduce unscheduled walk-ins by enabling customers to make services 24/7 from any devices, outside operating hours. Automated service reminders reduce the number of cancellations and no-show.

### Gain inventory control and reduced inventory carrying cost

High level of visibility to service requests and inventory levels across branches enhances forecasting, improves part sales, increases service level and customer satisfaction.

**Increase service retention** - Retain satisfied customers with customer loyalty program. Send personalised communications and service reminder to customers using an intelligent system.

## Business Intelligence

### Stay in control

Get a single, complete view of your business performance across pre-defined segments, gain a bird's eye view of the temperature of every opportunity, VIP customer, and avoid deals slippage. Technosoft Dealer Management is supported by Microsoft Power BI and it enables management to make data-driven decisions about the future based on past and present information.

**Deliver the best-in-class customer experience** - Engage your customers and deliver a consistent customer brand experience and achieve exceptional customer experience.

### Reduce cost

Integrated dealer management system and dealership CRM processes prevents interrupted business processes and reduce integration cost.

## Marketing

### Reach more potential customers through every channel

Set up, manage, run and analyse marketing campaigns based on segmented database via Email, SMS, Google AdWords, Facebook Ads, regular post and even call centres.

**Increase campaign effectiveness** - Segment campaigns using customer or vehicle details and deliver personalised campaigns via customers' preferred mode of communication

**Campaign Tracking** - Track campaign performance by deliver rate, read rate, click through, response analysis and ROI. Analyse responses and results on a single dashboard.

## Accounting

**Control of finances** - Get quick insight into cash flow - anytime, anywhere, make decisions based on powerful performance indicators and communicate efficiently with all departments, OEMs, vendors, and customers. Decrease errors and speed up transactions with less manual data input

### Quick access to vital financial information

View the financial position of your dealership, specific department or cost centre. Store and view invoices and statements using a variety of dashboards.

## Mobile Customer Engagement

Yana Mobile Customer Engagement, a user-friendly and intuitive mobile application designed for car owners, delivers the next level of customer experience by enabling your customers to engage and interact with your dealerships in a more personalised way - Anytime, Anywhere.

- Extend 24/7 convenience to more customers via self-automation
- Bring the complete vehicle sales process directly to mobile phones of their customers and thus, fast tracking and enhancing the customer buying journey versus the conventional brick and mortar buying journey.
- Access to live dash boards on customers' feedback, inquiries statuses and sales pipelines on mobile and thus, giving them visibility of their businesses - Anytime, Anywhere.
- Deliver a VIP experience to loyal customers. Increase customer spending and enhances customer lifetime value.
- Segment customers by key attributes such as loyalty status, age group, geographical location, interest and hobbies to tailor a personalised marketing campaign
- Increase ratio of bookings versus unscheduled walk-in service customers and Increase bookings during off-peak hours, off-peak days or seasonal off-peak periods