



I'Marketing

Queries and action chains

I'Marketing

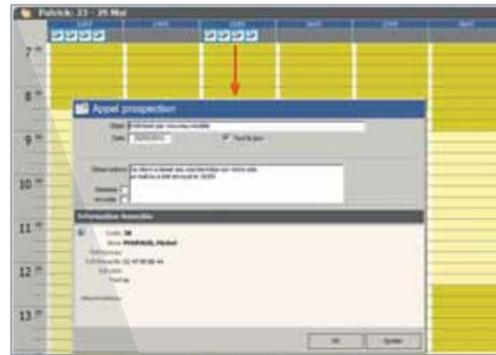
Directly integrated in your **I'Car DMS** solution, the **I'Marketing** module allows for realizing the queries and action chains you want for efficient marketing campaigns.



Select vehicles, search criteria

Customers owning a private vehicle of my brand, with first registration after 01/02/2011,
for each site, customers with a new car offer in progress,
vehicles due to MOT within three months,
customers linked to a given site and with rental contract,
vehicles in workshop within the first quarter of this year,
customers owning a given type of vehicle and who did not come to workshop for the 6 last months
delayed follow-ups for each salesperson...

Query instances



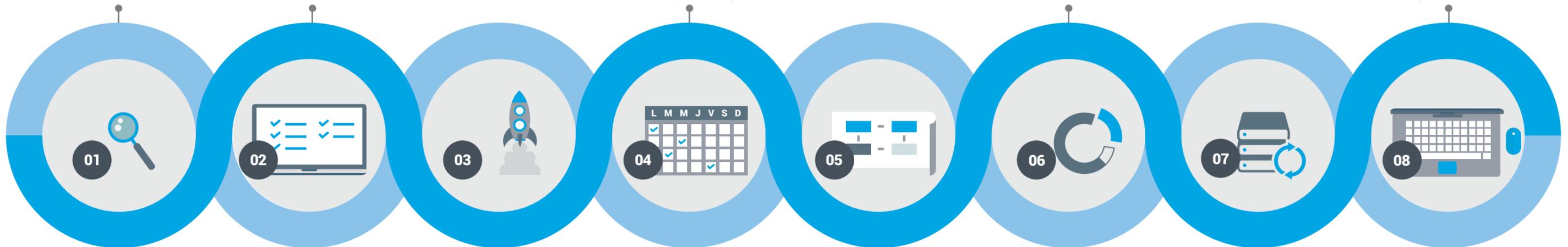
Task tracking in salesperson or receptionist diary



Allocate tasks to users



Campaign result and analysis in your Rubric lists



I easily access customer, prospect, vehicle details

I swiftly select query criteria: customers, prospects, vehicles

I send my campaign, mailing, e-mailing, phoning, SMSs

I directly create follow-up tasks in salesperson or receptionist diaries

I implement task chains in my whole organization: phone follow-ups, survey sending

I analyze my leads and where needed I reallocate tasks in progress

I update information in my database

I steer task, salesperson and offer tracking I realize a balance of my marketing campaign



Integrated to I'Car DMS

- Data reliability
- Single access to all site customer data
- Improved database definition for all dealership professions

Campaign results

- Refined targets to enhance transformation rate
- Automated task creation for the various profiles in your organization

Flexible use

- Fast first operation
- Customization and saved queries

Customer Story

I'Marketing



I'Marketing, at the heart of an efficient customer relation management policy

I'Marketing is a real **link between sales and aftersales activities**.

I'Marketing is part of an overall approach which goes beyond just extracting data, by integrating tasks in salesperson diaries to manage resulting leads. These **task chains originate** from an overall company approach, for an **efficient customer relation management policy**.

Other benefit: these processes also match the **manufacturer requirements**.

Tasks automatically inserted in diaries ensure that contacts are made within the times **set in follow-up plan**, e.g. after new car delivery the customer is called by the salesperson on D+7 and on D+1 year. According to call outcome (unanswered, appointment, test, no result...), the task chain automatically plans the next contact (phone follow-up, SMS sending, event invitation...). **Customer follow-up** is ensured.

In **I'Car DMS**, **I'Marketing** contributes to all key steps in our customer relation management:

- By **knowing** our customers, prospects, vehicles thanks to **I'Car DMS** single database, interfaced with the manufacturer tools;
- With our database **segmentation** and **reliability** for **customized and relevant marketing processes**;
- By adjusting our company to the market thanks **to responsiveness**, and task automation in our processes.

With **I'Car DMS**, **the whole company is organized around the customer**, while ensuring consistency of customer relation management, company marketing policy, and organization development.

Damien Leballeur

Information Systems Manager Aubin Group



In a nutshell

I'Marketing

- Fast acquaintance to the tool
- Automated task chains
- Follow-up plan complying with the manufacturer requirements
- Customer database reliability
- Customer tracking Ensured for loyalty and additional sales

Aubin Group

Activities

Mercedes-Benz, Smart, Honda, Ford

Implementation

10 sites in Haute & Basse-Normandie

Staff

180

Turnover

100 millions d'Euros

Nbr of vehicles sold in 2015

900 PVs, 1 100 UVs, 350 CVs, 100 IVs

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