

ACCELERATES PRODUCTIVITY AND DRIVES CUSTOMER GROWTH IN TOP GEAR!



Successfully implemented at dealers of Maruti, Hyundai, Audi, Kia, Tata, Mercedes, Nissan, Honda, BMW, Jaguar, Skoda, Renault, Jeep, Ashok Leyland & Multi Brand Dealerships.

ACS is a 22+ years old Application Solutions Company with proven expertise in Customer facing application for the Automobile industry, Office automation & Service Industry. More than 14000 users are using INFOMAN products all over India.

Need for Cloud based INFOMAN eCRM

INFOMAN eCRM provides integrated & updated unique centralised data with complete history of a customer from Enquiry, Sales, Service & Insurance. It empowers dealerships with a complete customer relationship management solution for:



Presales



Service Marketing



Insurance Renewal



Pre-Owned

- **Mobile Apps:** Field executives can access Customer details, policy details, appointments fixed & get alerts on expiring policies on the go.
- **Business Decision Making Tools:** Powerful graphical presentation of key Sales, Service & insurance metrics e.g. - Enquiry Vs Sales, month wise potential of Insurance renewals, Job cards closed Vs Service due etc.
- **Auto reports:** are sent to top management for analysis of team performance, targets achieved & work done.
- **Sends automatic personalized Thank You & Reminder SMS / eMails:** for customer enquiries, insurance renewals and service due.
- **Database marketing:** conduct impactful campaigns on target customers & create opportunities for cross-selling (general insurance) and upselling products (extended warranty, RSA etc.)

Advantages of a Cloud based INFOMAN eCRM



Database Maintenance:

Provides a unique customer database with history of Enquiries, Sales, Service & Insurance



Database Classification:
segregation of retention, roll over and third party customer data.



Database Security:
Multi-layered data security with user rights, login password, machine authentication & OTP.



Data Assignment:
–Teamwise data assignment for followup & lead generation.



Dialler:
Auto calling, remote calling, voice recording, call barging & conferencing is possible with integrated Dialler.

Identify Upselling and Cross selling opportunities.

- Use customer profiling & service history to do “Focussed Campaigns” for new car sales, service and VAS.
- Collect information of “All Vehicles” owned by customer to sell insurance, vehicles upgrade & extended warranty.
- Communicate on scheduled maintenance, check-up camps, new launches to increase customer footfall.

INFOMAN[®] eCRM Insurance Renewal

What makes INFOMAN eCRM Insurance Module “The Most Preferred Solution” for Auto Dealers in India ?

INFOMAN eCRM is used by more than 14000+ users all over India. Some of our esteemed customers are leaders in terms of Insurance, Sales & Service revenue not just in their respective regions but also at pan India level. INFOMAN eCRM Insurance renewal module helps in improving productivity of the Insurance Front Office team using following features :



Clear Identification of Potential Business – Timely availability of Segregate customer data

- Segregate insurance renewals for Retention / Roll over , LTB, LTCP data.
- Identify customers using workshop service but not getting insurance renewal done from the same dealership or vice versa.

Using Dialer boost the productivity of telecallers by 20%



Automated touch points using eMails, WhatsApp & SMS:

- Promotional & transaction SMS in both English and regional languages.
- Send Bulk Mailers for Insurance renewals, payment reminders, Discount coupons etc.
- WhatsApp messages to send quotations and other PDFs to customers.

Mobile App

- Enables Field executives to access & update critical information on the go.
- Gives information on new appointments and allows updation of payments collected.
- Allows updation or correction of customer contact details at the client site.
- Field Executives can also send “Thank You” SMS to customer immediately on receipt of payment.



Instant Alerts For better co-ordination



- Mobile App sends alerts to insurance team as soon as a customer visits Workshop, whose insurance is due 30 days before / after current date.
- The insurance team meets the customer and tries to sell insurance leading to higher insurance revenue.

Generate upto 5 Proposals using Premium Calculator for each customer.



Issue Discount Coupons for Insurance / Service instead of cash discounts to control costs.

Multiple Layers of Data Security

- INFOMAN eCRM offers 3 layers of security including device Mac address, OTP features and SSL Certificate.
- Access rights are defined for each form so that the Telecaller has access to his own data only.
- The data can neither be downloaded or printed.

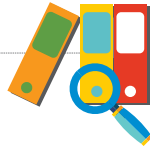


Closely Monitor The Insurance “Back Office Operations” To Offer Great Customer Experience.

Back office operations include :



Data Assignment to tele-callers for follow-up.



Data Reconciliation to track cancelled or re-issued policies.



Creation of Proposals & their timely dispatch to customers.



Tracking payments received, Cheque Deposits & Payment realisation.



Timely Policy distribution to customers.



Managing Master information, Terms and conditions defined by Insurance companies are updated on a monthly basis.

Payment Entry & Payment Reconciliation Simplified !

Record Payments received from customers against Insurance Premium, commission payout. Perform computation and reconciliation of commission earned on each policy. This highlights :

- Discrepancy in commission due.
- Business done with each Insurance company & commission earned.
- Executive wise commission earned.

Strategic Use Of Discount Coupons To Drive Sales & Service Revenues

7 ways to improve customer loyalty & increase Conversions without offering cash discount:

1 Avoids Duplicity:

Duplicate issuance of "Discount Coupons" from both Insurance and Service Department to same customer is avoided by having a Centralised Database.

2 Followup for Redemption of Coupons "expiring soon":

Through Reminder SMS / emails to customers Coupons expiring in near future. This gives multiple opportunities to interact with customers. Even sending " Thank You - SMS" on redemption.

3 In-built control:

INFOMAN eCRM can Auto tag Customers to issue Discount Coupons after a Paid Service" is done, to be redeemed in next service and with a fixed Validity. This ensures repeat visit by the Customer within Validity period.





4 Tracking of Redeemed Discount Coupons:

Powerful MIS to track coupons issued and redeemed across departments.

5 Increases Footfalls in Workshops:

Reminders of "Expiring Soon" Free Offer Coupons are an added incentive for customers to bring their Vehicles to Workshops. Tele-callers get higher conversion of Service appointment, when customers are reminded about "Expiring soon" Coupons.

6 Major Savings:

As "Discount / Offer" Coupons" can replace Cash discounts when Renewing Insurance, resulting in huge savings. When coupons are redeemed during Service or Accessory purchase, it results in increased business there.



7 Eliminate Misuse of Coupons:

User profile wise limit on issue Of Coupons can be defined in INFOMAN eCRM. This ensures that no authorised person can issue coupons in excess.



Please contact our expert for a **FREE Demo** - Mr Vinoj Xavier, Vinoj.Xavier@acsinfotech.com, 9311140302.

INFOMAN[®] eCRM Service Marketing

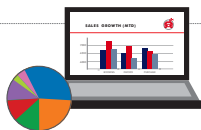
“Revolve your world around the customer & more customers will revolve around you.”

INFOMAN eCRM Service Marketing alerts telesales team about customers whose vehicle is due for servicing, helps to record action plans and actual action taken for all follow-ups done for both Pre and Post Service Calls.



Auto Creation of Plans:

Provision to create automatic plan “N” days before Service Due Date for tele-callers as soon as a new case is assigned to them based on Service Type.



Dashboard:

Summary of Appointments fixed, Location-wise / Category-wise Service Conversion (of Live List, Lost Cases and Over Due cases. Details include Service Due Cases, Contacted, Reported, Reported for Service/ through SMR).



Driver & Pick Up Management:

Appointments with “Pickup Request” & Driver's schedule are displayed, Assign Pick-ups, Specify In/Out Time for efficient management of resources.



Freebie Coupons Management:

Issue Freebie coupons for “paid service”, Send automated SMS / mailers reminders for Freebie coupons expiring soon, track history of issued & redeemed coupons during customer interaction.



Classification of Data:

Based on last service, entire data can be classified as 'Active Customers, Non Active Customers etc...', which helps the tele-callers to prioritize the follow up.



Efficient Reporting:

Monitor daily operations with:

- Appointment Fixed Report.
- Appointment Turned-up.
- Model Wise Data Count.
- Location-wise Workshop Load.

Mobile App: Exploit the power of your finger tips to generate Business From Visiting Customers.

INFOMAN eCRM Mobile App provides instant & complete information of Customers and their vehicles due for Service visit to the dealership.

Excellent service not only ensures customer retention for life, it also plays an extremely key role in generating multiple business opportunities for insurance, VAS & Service Revenues. INFOMAN eCRM Mobile App provides instant & complete information of Customers and their vehicles due for Service visit to the dealership:

Monitor Appointment list:

Service Advisors can generate daily Appointment list on Mobile to check list of all Vehicles planned for service visits. This helps them plan the workload and manpower more efficiently.

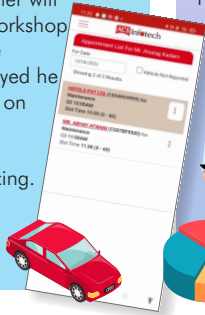
Some of the key benefits include:

- KNOW YOUR WORKLOAD
- TIMELY ALERT ON OVERDUE SERVICE
- POTENTIAL FOR BUSINESS OPPORTUNITIES
- CREATING LEADS FOR NEW BUSINESS



KNOW YOUR WORKLOAD

Check number of vehicles, customer details and type of service (Free, Maintenance etc.) for which customer will be visiting the workshop on mobile. If the customer is delayed he can be followed on the same day to ensure vehicle reports for servicing.



TIMELY ALERT ON OVERDUE SERVICE

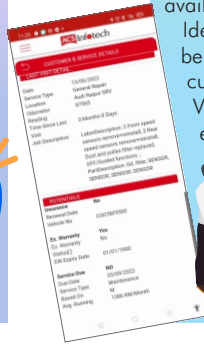
INFOMAN eCRM Mobile App displays Last service details, Last visit details, Labour and Part details used in the service.

If the customer is visiting for other repairs, he can be alerted about the overdue service.



POTENTIAL FOR BUSINESS OPPORTUNITIES

Service advisor gets access to current products & services availed by the visiting customer. Identify new services that can be promoted to the visiting customer like – Insurance, VAS – Extended warranty etc.



CREATING LEADS FOR NEW BUSINESS

Service advisor can also create leads to sell new services/products when they visit customer site or when they get reference from visiting customers. Suggestions given by Service Advisors for body shop / repairs required in the last service are shown and leads are created for the same.



Vehicle Reporting: INFOMAN eCRM Mobile app allows user to record all vehicle visiting workshop for any service, at the workshop gate. These include both planned and un-planned visits by the customers for repair and maintenance. Some of the key benefits include :

- **Alert to Insurance Team:** In case the visiting vehicle is due for insurance renewal in the near future, the insurance executive is alerted. He can sell Insurance in person to the visiting customer.
- **Timely Followup of "Pending" Vehicles for the day:** Vehicles reporting against the existing plan are tagged as "Reported". Tele-callers can then call and followup those customers who have not reported inspite of confirming the visit. This timely action helps in better conversions due to corrective action taken on the same day.
- **Analyse Vehicles reported Vs number of Job cards created:** Data analysis of difference in these two numbers helps to identify the reasons why visiting customers are not getting the service done e.g. Non availability of spares, price etc.

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INFOMAN[®] eCRM PreSales

Maximise Conversion Of Enquiries From Hyperlocal & Other Resources.

With increasing movement of customers between Communication channels – Phone, email, websites, portals, short media in a short span, chasing enquiries is extremely challenging.

ONE STOP Solution - INFOMAN eCRM helps auto dealerships in efficient management of all such leads in a single system with out any duplication:

Identify duplicates during data Upload from Multiple Sources - System identifies duplicate cases using mobile number. Only unique cases get updated in the system while duplicates are shown separately.

- **Save cost by minimising purchase of duplicate leads from portals:** Duplicate leads received from 3rd party platforms are easily identified by INFOMAN eCRM. Dealerships can minimise purchase of duplicate leads already available in their existing database.
- **Regular analysis on different sources of enquiries:** Shows which platform leads are getting converted more regularly enabling dealership to negotiate with such platforms.
- **Validating unique leads through Call Center Team:** Telecallers assign only HOT leads to the Field Sales team for Follow-up saving their time, effort and money by focussing on genuine leads.
- **Efficient tracking of enquiries using Dialer:** Telecallers can followup upto 100 leads using iPBX Dialer in a single shift without missing any followup instance against each lead.
- **Dual Assignment for aggressive followup:** INFOMAN eCRM ensures that each HOT lead can be aggressively followed up by telecallers as well as DSE simultaneously resulting in better co-ordination and handling of customer queries.
- **Instant updation of followup data using Mobile App by DSEs:** Enables fast tracking of all leads by Sales managers and Team Leaders.



It's not just about numbers, Does your data tell you what you should do next ?

INFOMAN eCRM now has an impactful Business Decision Making Tool (BDMT) which is helping our customers get a quick view of key metrics of their operations & data.

INFOMAN eCRM Insurance Renewal (Identify business potential)

- **View month wise potential for Insurance renewal for current & next few months** – for smart assignment of cases to tele-callers based on their experience.
- **Count of last 5 year data and performance** – helps in planning resources who can focus on the most profitable segments for higher revenues.
- **Current status of total due cases, bought cases and No-follow-up cases** – helps to motivate team to contact untouched cases and decide the optimum team size for best results.
- **Identify “Active Customers” from potential data** – as they are more likely to buy Insurance from the same dealer.
- **Analyse manufacturing year wise Policies sold Vs Due** – to validate insurance selling strategies and define incentive plans.



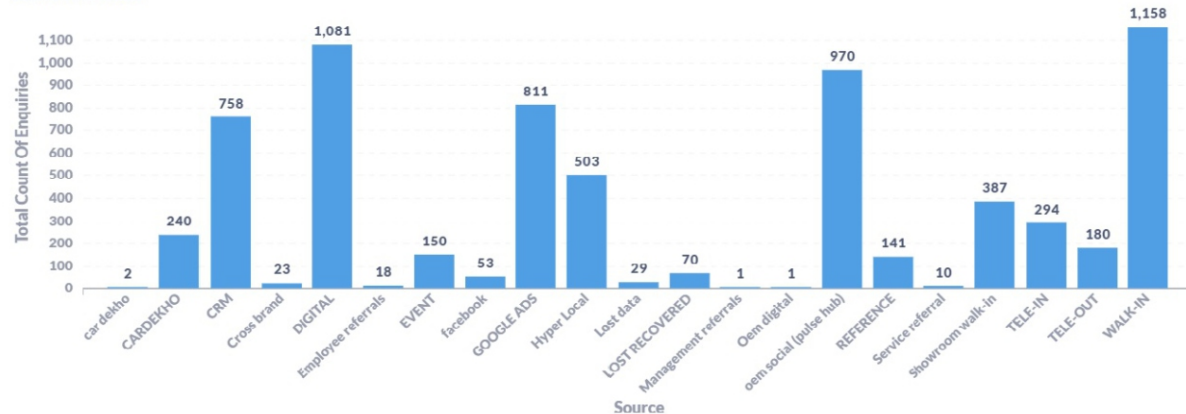
INFOMAN eCRM Service Marketing



- **Outlet-wise Job card closed Vs Service due** – to revise strategies to bring back lost / non active customers.
- **Appointments fixed Vs Vehicle reported** – to revise followup strategy for maximum conversion.
- **Identify potential data due for service** in the current and coming months.
- **Status of total due cases** (for any location), mileage wise, manufacturing year wise, service due type.
- **Count of potential data lost to competition.**

INFOMAN eCRM PreSales

Source wise Count



Analyse sales vs enquiry trends, Source-wise number of enquiries received (to refine marketing strategies for best results), model-wise enquiries received (to define beneficial purchase plans in future) etc.

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