



KONICA MINOLTA

# Automotive CRM



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**D**igital transformation is not simply about technology—it requires business leaders to re-envision existing business models and embrace a different way of bringing together people, data, and processes to create value for their customers and capture new opportunities for their organizations through systems of intelligence. The challenges facing businesses today are familiar: engaging customers, empowering employees, optimizing operations, and reinventing the value they offer their customers.

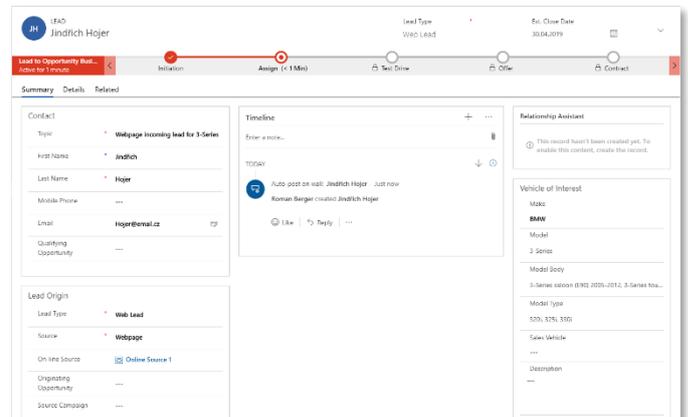
Businesses need to change and evolve to meet customer expectations and market demands to be successful—to develop new capabilities by transforming themselves into digital companies with systems of intelligence that leverage every system, device, process and asset across the organization. These systems of intelligence represent the ability to turn data and insight into intelligent action making every human interaction impactful and driving optimal business outcomes.

## Automotive CRM solution



## Lead management

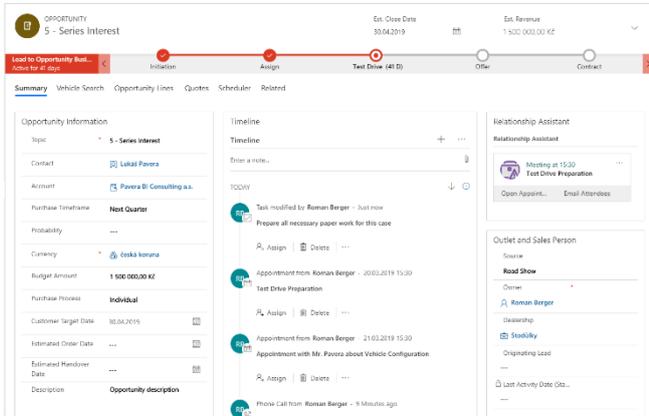
- Collect leads from various sources.
- Record contact details, vehicle of interest specification and current vehicle information including information about potential trade-in.
- Follow-up a lead to assess customer needs.
- Assign a lead to responsible salesperson to qualify it, disqualify it or postpone it for the future.
- Measure response time to new incoming leads and receive escalations for long time pending new leads.
- Use historical data in your database to generate loyalty leads.



Analyze structure and sources of incoming leads to manage your marketing strategy.

## Opportunity management

Nurture your potential customers using tools of opportunities.



Search a vehicle fulfilling customer's requirements. Reserve the candidate vehicle for a customer.

Book a test drive.

Postpone an Opportunity to the future in case a customer is not ready for the deal at the moment.

Keep track, manage and evaluate sales pipeline.

Use your pipeline to forecast your revenue.

Use database of lost opportunities to generate new leads in the future.

## 360° View on contacts

Review personal details about a contact, including hobbies, driving license details etc.

Check relations of a contact to companies and other contacts.

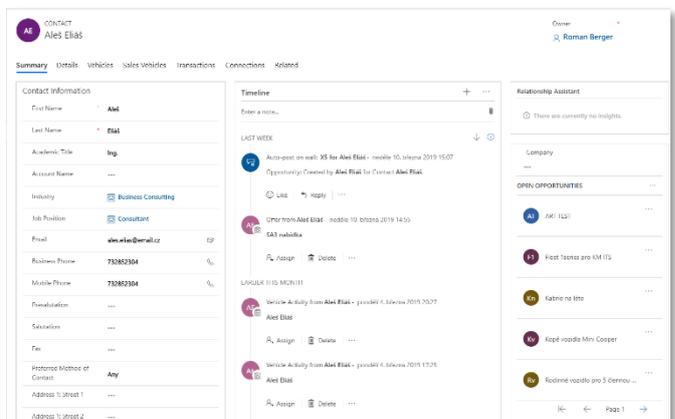
Check vehicles used or owned by a contact, including previous vehicles.

See details of performed and planned activities presented in interactive Timeline section.

Follow-up currently open and previously closed opportunities.

Investigate history of sales and service transactions.

Learn which marketing activities a contact has been involved in.





## Test drives management

Find a desired vehicle and acceptable time slot in a calendar to book a test drive.

Collect details required for the vehicle handover and printout documentation for the signature.

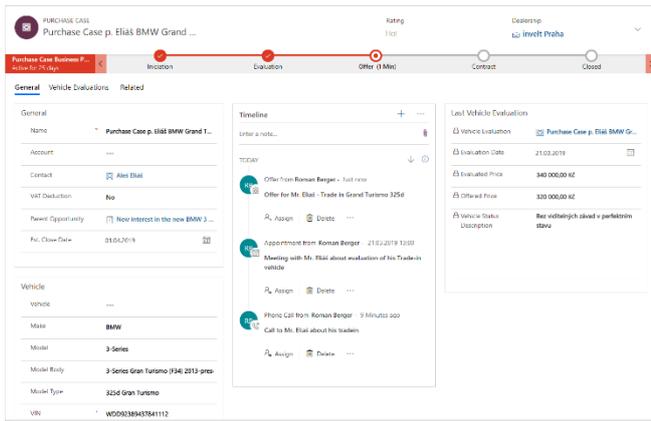
Record final status of a vehicle after return and plan test drive follow-up.

Manage also courtesy rentals and long-term rentals in the same environment.

The screenshot displays a software interface for managing test drives. At the top, there is a search bar with 'Test Drive' selected and a 'Quick filter' input field. Below this is a calendar view for February 25, 2019, showing various test drive slots for different vehicle models like '1-Series hatchback', '2-Series Cabrio', and 'BMW 3-Series saloon'. A detailed view of a 'Test Drive: BMW 3-Series saloon (F30) 2012-present' is shown below the calendar. This view includes a 'Vehicle Activity Process' timeline with stages: Booking, Handover, Returning (< 1 Min), and Follow-Up. The 'Returning' stage is currently active. The main content area is divided into three sections: 'Activity information', 'Resource Information', and 'Notes'. 'Activity information' lists details like Subject, Contact (Aleš Eliáš), Resource, Start Date (27.02.2019), and Due Date (28.02.2019). 'Resource Information' provides vehicle details such as VIN (WBSFV91020D093525), Licence No. (7A4-8868), Initial Mileage (5 500,00), Final Mileage (5 750,00), Distance (250,00), and Initial/Final Defects (both 'Žádné vady v době vypůjčení'). The 'Notes' section is currently empty.

Activity Information	Resource Information	Notes
<b>Subject</b> Test Drive: BMW 3-Series saloon (F30) ...	<b>Vehicle</b> BMW 3 F30 320i	<b>Timeline</b> + ...
<b>Contact</b> Aleš Eliáš	<b>VIN</b> WBSFV91020D093525	Enter a note...
<b>Resource</b> BMW 3-Series saloon (F30) 2012...	<b>Licence No.</b> 7A4-8868	No records to show.
<b>Start Date</b> 27.02.2019 18:00	<b>Initial Mileage</b> 5 500,00	
<b>Due Date</b> 28.02.2019 12:00	<b>Final Mileage</b> 5 750,00	
	<b>Distance</b> 250,00	
	<b>Initial Defects</b> Žádné vady v době vypůjčení	
	<b>Final Defects</b> Žádné vady v době navrácení	

## Trade-in handling

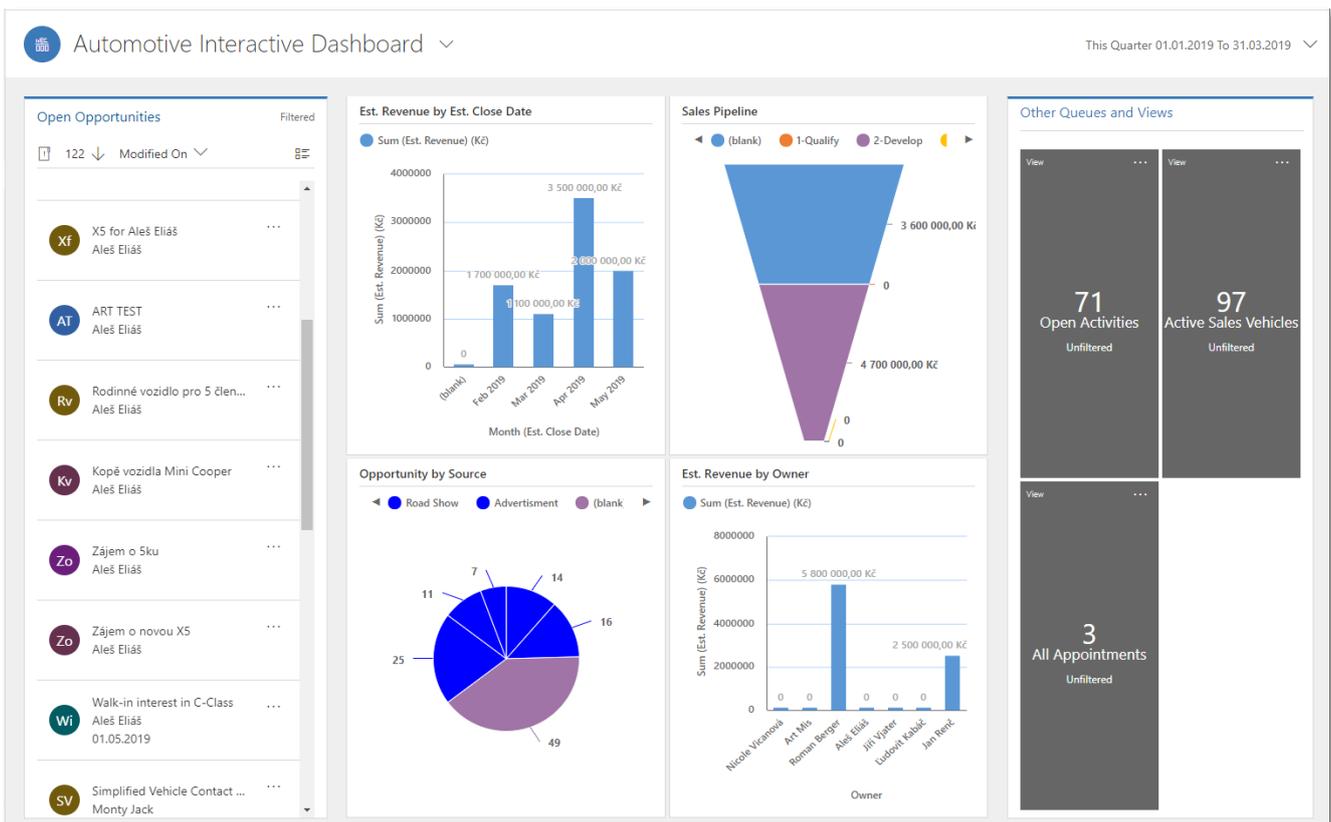


Collect information about potential vehicle trade-ins.

Record evaluation of vehicle status and specify evaluated price and price offered to a customer. Keep track of business discussions with the customer and stage of trade-in process.

Print the purchase contract to finalize the trade-in process.

## Dashboards and reporting



Reminders of new leads, neglected leads, contact birthdays.

Sales pipeline and sales funnel analysis.

Forecasting of estimated revenue.

Analysis and controlling of salespersons' activities.

Analysis of lead structure, lead sources and conversion rate.

## Automotive CRM Solution

It is a solution for effective work with customers, supports the management of the showroom and vendors, simplifies marketing processes.

It is an open system with direct connection to other internal applications - typically on ERP system or automotive DMS system. Integration into a vehicle configurator - and other importer sites, resp. manufacturer.

It is a fully open platform that enables very specific requirements to be implemented with minimal development and management costs.

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## What other benefits does Automotive CRM include?

- Strong improvement of importer's business communication with dealer.
  - 360 ° view of the customer.
  - Graphic data presentation (BI).
  - Well-arranged and easy to use, based on Microsoft Office.
  - Access via Microsoft Outlook or web and mobile client.
- Stable and long-term supported system platform.
  - Variability in the use of different end devices



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You will be convinced by our RESULTS

Giving Shape to Ideas

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