

A decorative horizontal bar on the left side of the slide, composed of four vertical segments of increasing blue intensity from left to right.

# Product Training – Day 1

Product features introduced in the latest Product version

# Products Landscape for an Automotive Retailer

Interact digitally

## Digital Marketing

### Omni-Channel Campaigns

- Personalized and account-based Sales & Marketing Campaigns
- ✓ Call Center
- ✓ SMS / Whatsapp / Viber
- ✓ Newsletter
- ✓ Facebook ads

## Digital Engagement

### Co-browsing

- ✓ Screen sharing
- ✓ Video and voice chat
- ✓ Secure Messenger
- ✓ Share document
- ✓ Drawing mode

### Virtual showroom

- ✓ Virtual presentation of the showroom vehicles
- ✓ Lead-creation
- ✓ Price tags

## Digital Presence

### My Site

- ✓ Promo Pages
- ✓ Test Drives
- ✓ Car Configurators
- ✓ Car Inventory
- ✓ Centralized Website-Management

### My Account

- ✓ Personalized customer portal
- ✓ Seamless customer-communication
- ✓ Self-managing customers

### Site Adapter

- ✓ Create Inquiries and Leads from any importer's or retailer's internet site
- ✓ Create Inquiries and Leads from independent automotive interest sites (i.e. Mobil.de, etc..)

Sale efficiently

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### Digital Sales Workplace

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- ✓ AI-support
- ✓ Web-based platform

## Key Supplement Products

### Product Configurators

- ✓ Light Configurator
- ✓ Advanced Configurator

### Used Car Evaluation

- ✓ OD Evaluation
- ✓ DAT
- ✓ 2TRDE

### Car Purchasing

- ✓ Purchase Lead
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- ✓ Used Car Hand-over

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- ✓ End-to-End Customer Complaints Management
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- ✓ Escalation process

## ....and more

- ✓ Manage Sales Process via Workflow
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Transact with minimum TCO

## Cloud Services

- ✓ Office 365
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## Big Data & Analytics

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- ✓ Predictions

### One Dealer Analytics

### Social Analytics

- ✓ Social KPIs

# Co-browsing (Surfly) embedded in DSW

## Feature description

A latest advancement is the introduction of an **embedded** co-browsing feature.

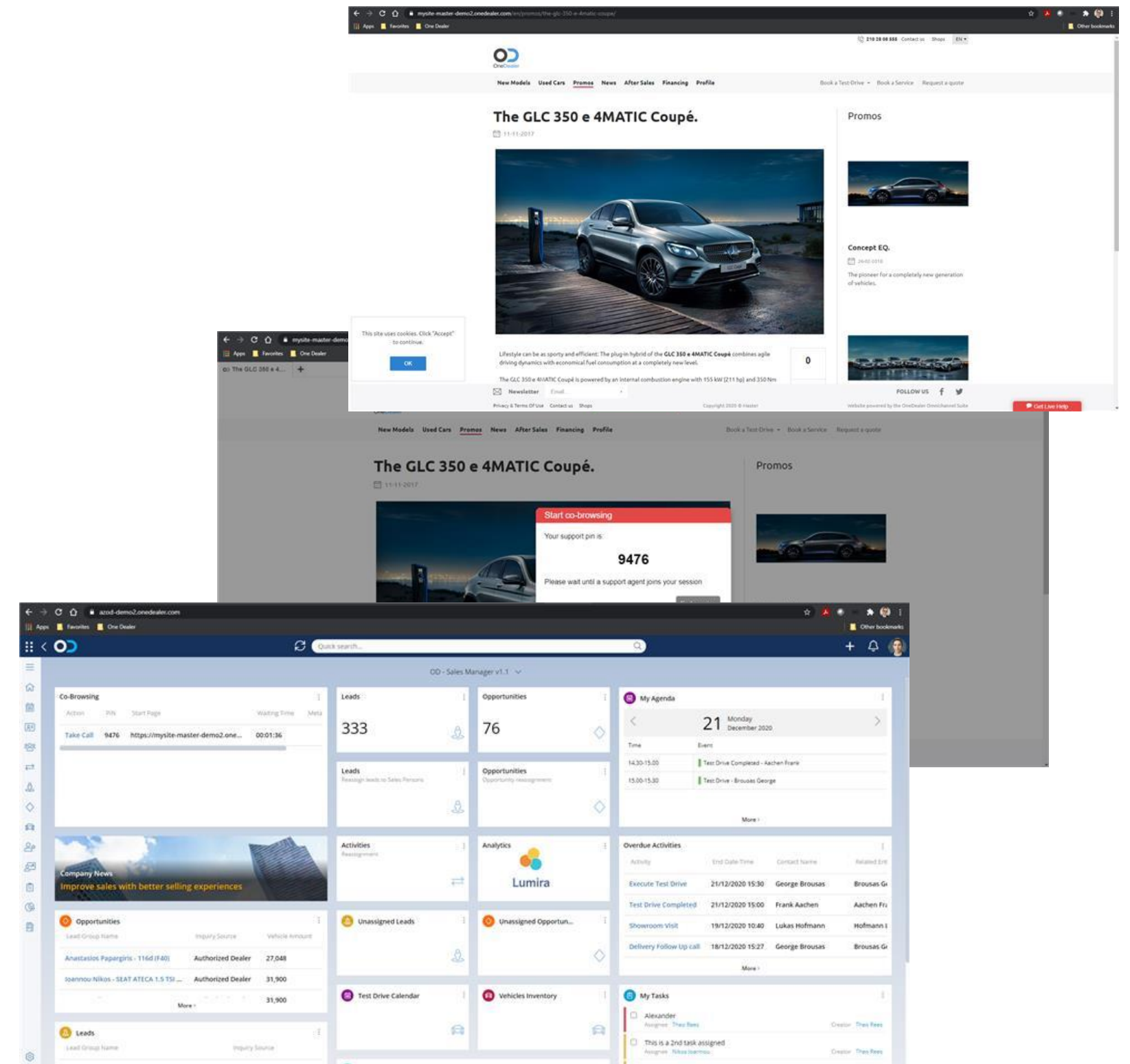
The embedded 'Surfly' functionality offers very important features to support and advise the dealership's customers at every step of using MySite.

## Key features offered:

- Co-browsing
- Screen sharing
- Chatbox integration
- Video and voice chat
- Secure Messenger
- Document share

## Benefit

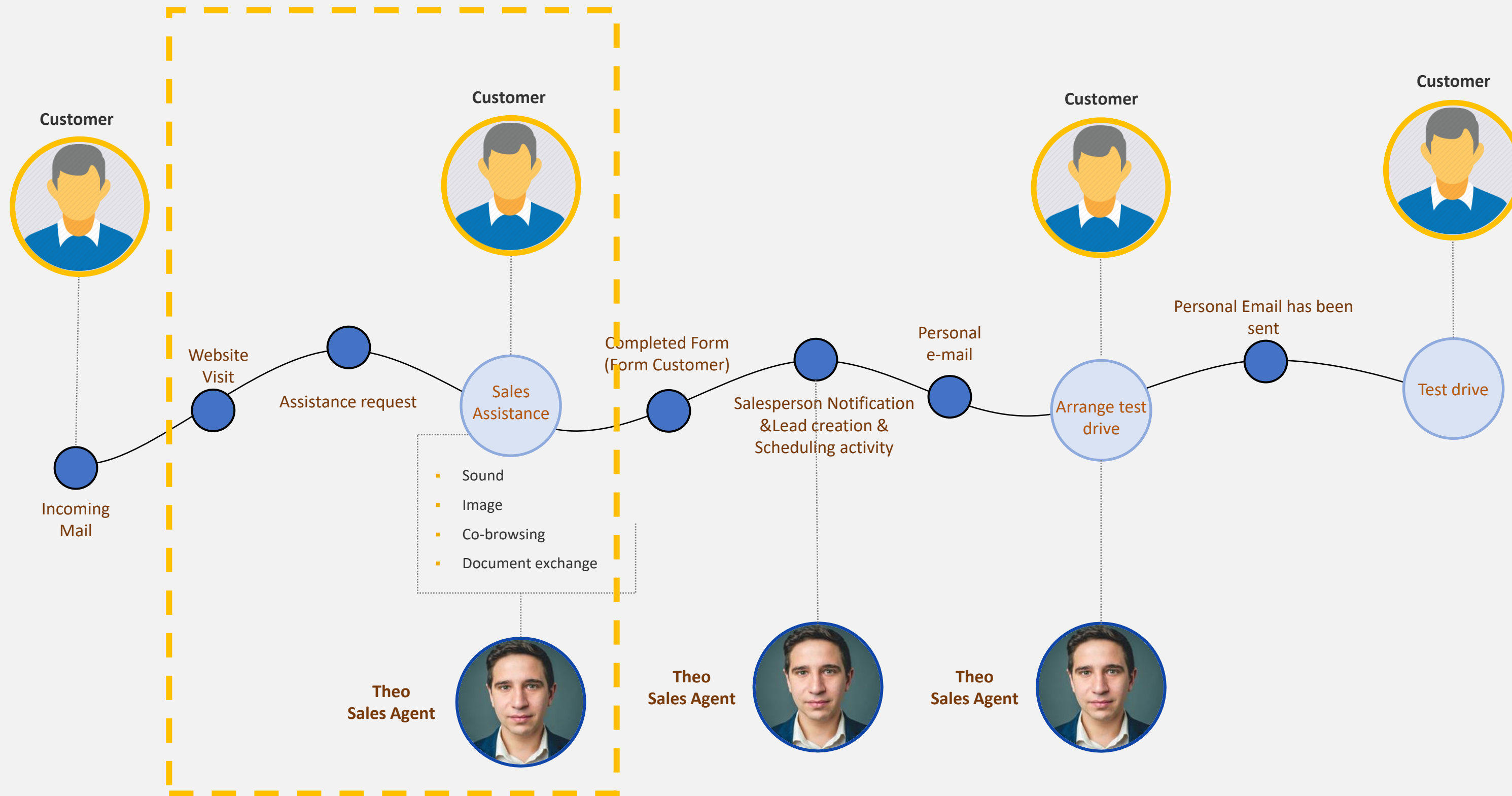
It is a potential source of new sales opportunities



# Co-browsing - Scenario



# Co-browsing in Sales Process - Roadmap







# Co-browsing experience



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# VIRTUAL SHOWROOM

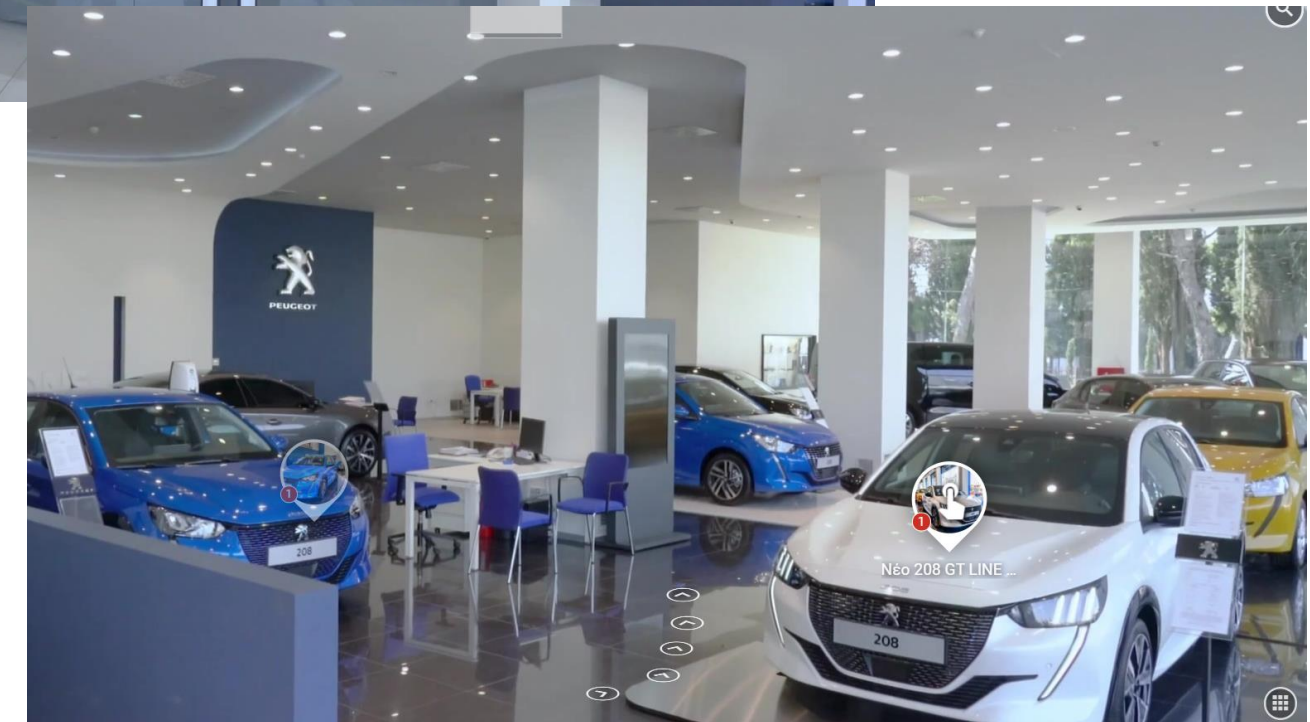
## Feature description

The customer can have a virtual walkthrough in a dealership's showroom, look at the available models, and have in summary the technical details, the add-ons, and the start price.

The virtual showroom is connected to the Promo Pages that provide more detail information about the selected model, and gives the opportunity of creating an inquiry by sharing some basic contact information.

## Benefit

An excellent virtual showroom that is integrated with Digital Sales Workplace through the Promo Pages available in MySite.



Receive an email  
from a campaign

Redirect to Virtual  
Showroom

Navigate and Select  
the Model

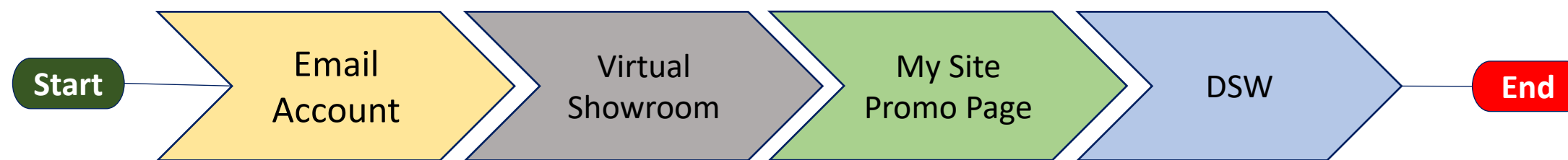
Redirect to Promo  
Pages in Mysite

Fill-out contact  
details in the  
pop-up form

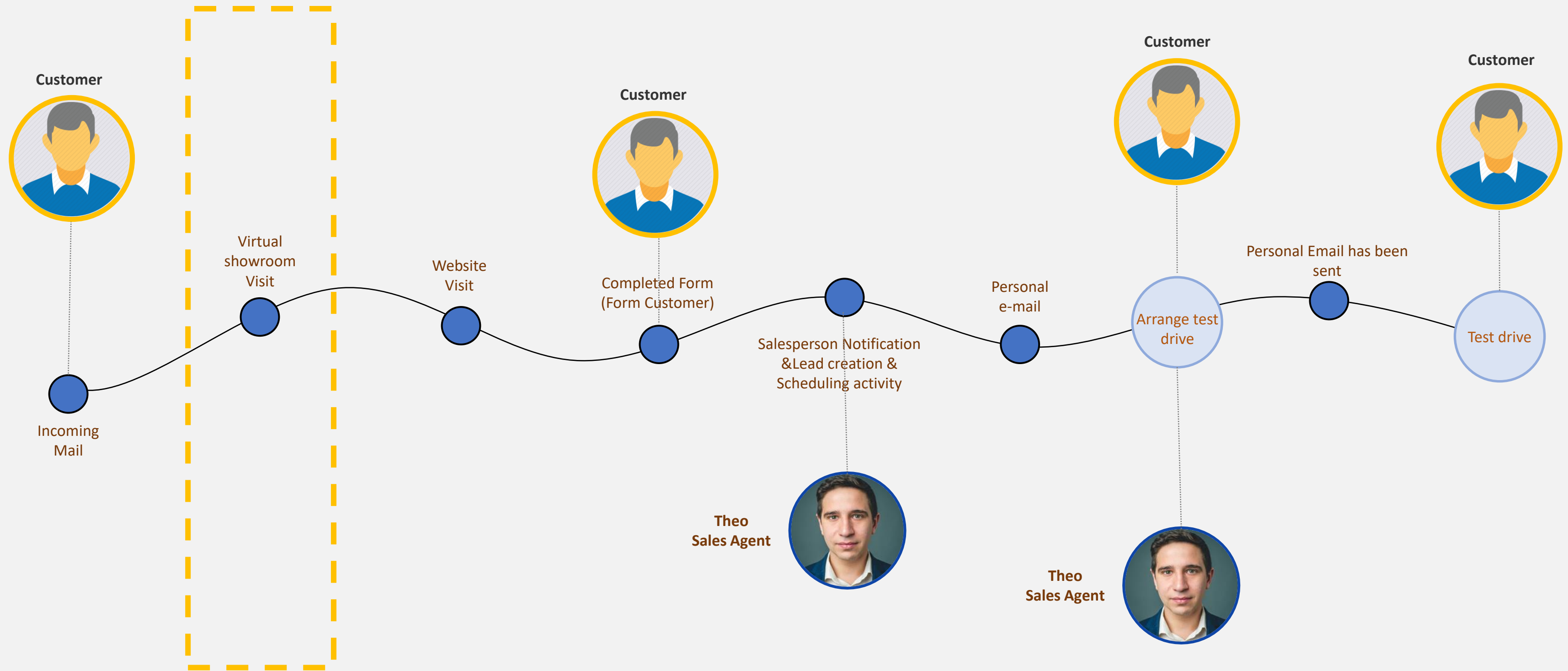
Create a Lead or an  
Inquiry in Digital  
Sales Work Place



# Virtual Showroom - Scenario



# Virtual showroom in Sales Process - Roadmap

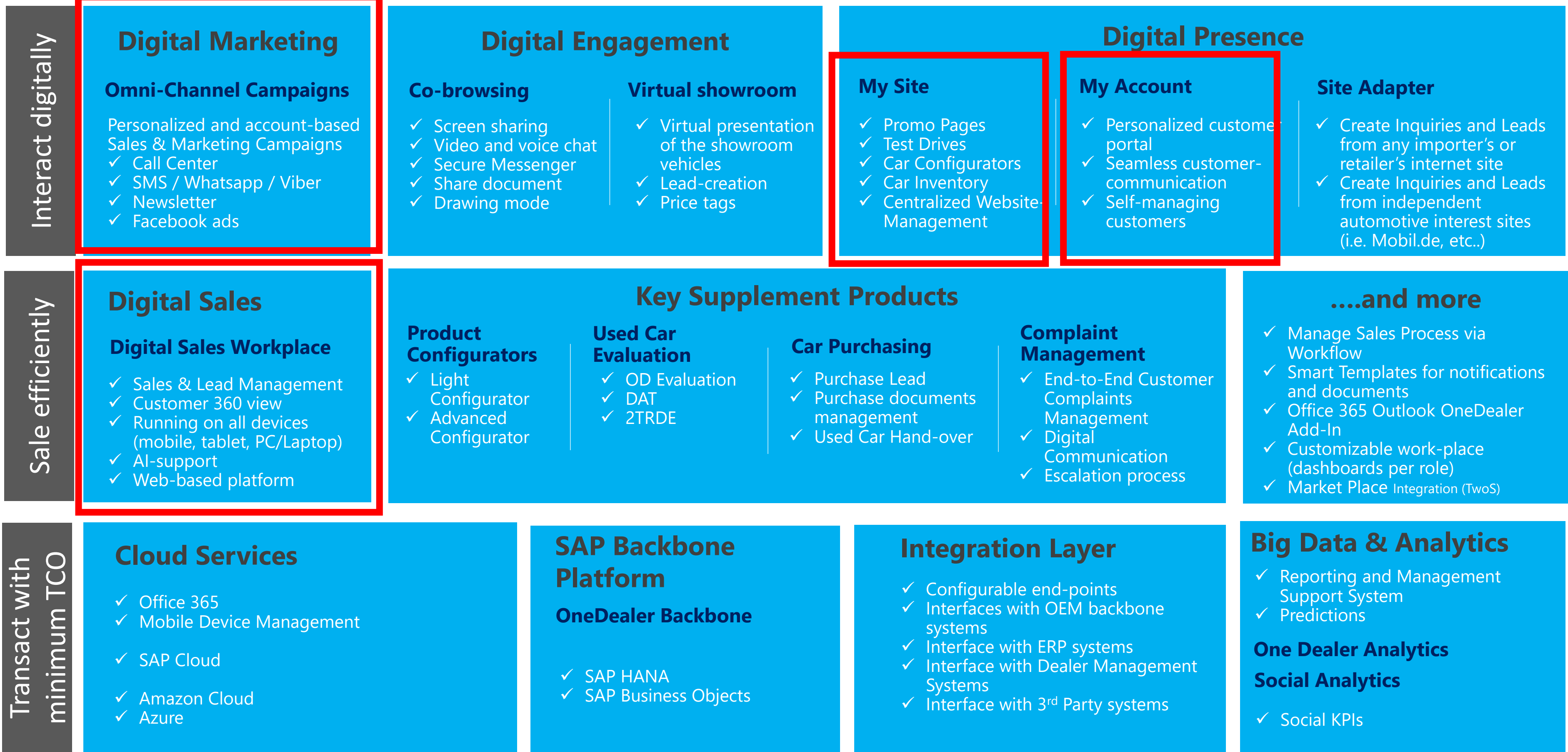




# Virtual Showroom experience



# Products Landscape for an Automotive Retailer



# Communication between OmniChannel and DSW

## Description

One important improvement introduced to our new Digital Sales Workplace in the change of the back-end communication between the Digital Sales Workplace and OmniChannel based product features (My Account, My Site, Campaigns, Call center).

In the past the data stored in Digital Sales Workplace database were available to OmniChannel via APIs. Currently, this communication is supported by database views that are available and accessible by OmniChannel applications.

## Benefit

This improvement is quite significant because it secures the accuracy of the data shared with OmniChannel applications and eliminates the dependency on the API stability.

## Available DB Views on HANA

- Business Partner
- Vehicle records
- Contact Person (address, hobbies, etc...)
- Customer owned Vehicles
- Sales Leads
- Service Leads
- Company, branch, locations
- Sales persons
- Complaint cases
- Documents and Document Items
- Events
- GDPR data
- Makes
- Models
- Inquiries
- Vehicle Options





# Communication between Omni-channel & DSW experience



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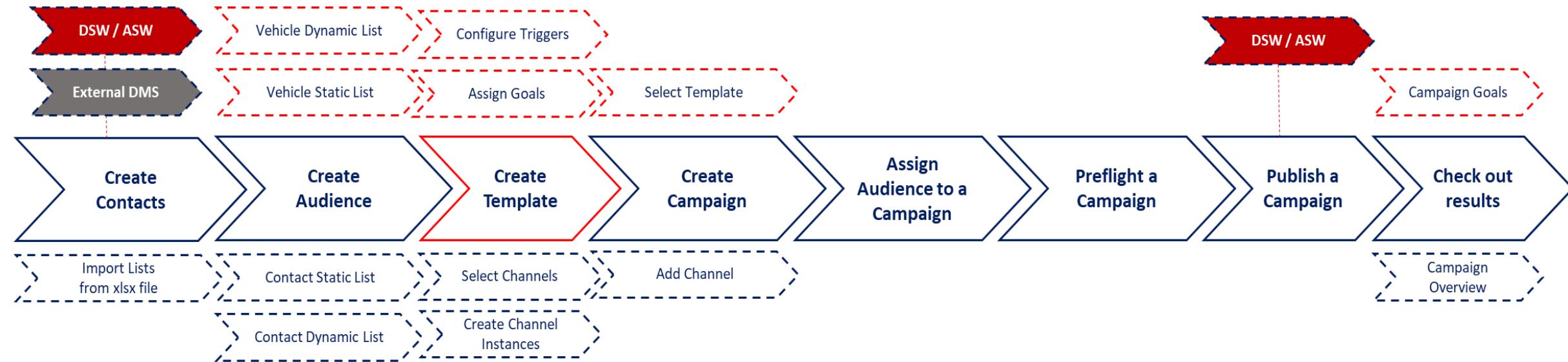
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- Social Analytics**
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# Campaign Management

## Feature description

Very important features are introduced in the Campaign Management such as:

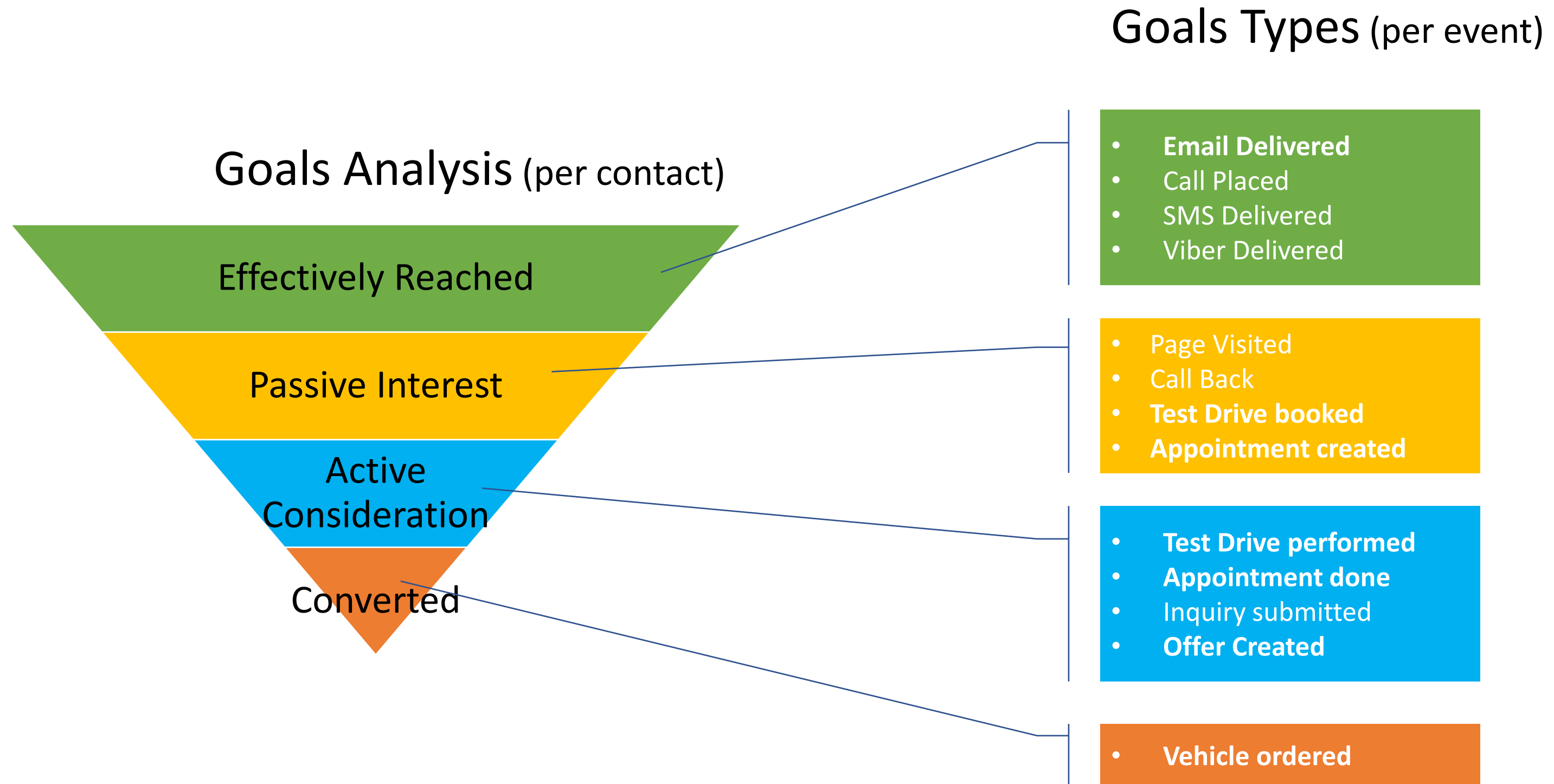
- Include customer own vehicle in the selection criteria to create an Audience based on both static and dynamic lists
- Measure the results of a campaign based on predefined types (i.e. goals: -> number of leads, number of test drives, etc..)
- Trigger follow-up events
- Create standard templates with goals, triggers, communication channels that can be used for any future, or regularly repeated campaigns (i.e. Birthday anniversary)
- Existing campaigns can be saved as a template for future use.



## Benefit

A more robust campaign management tool that helps the dealership in building, running, and measuring campaigns to promote sales. It is full integrated with Digital Sales Work Place offering high level of efficiency.

# Campaign Goal Analysis







## Omni-channel - New Features

- Dynamic/Static lists
- Campaign Templates
- Goals Types
- Triggers & Tagging
- Channels
  - Email
    - Web Template Editor - Enhancement
  - Viber
  - Call Center
  - Facebook Ads
  - Google Ads



# Scenarios

- **Dynamic List:** Create a Dynamic List
- **Templates, Types, Goals, Web Template Editor:** Create a Campaign from existing template
- **Triggers:** Publish an existing Campaign - **OD II Mercedes-Benz GLC 350 e 4MATIC Coupé**
- **Goals:** Review the results of a running Campaign – **OD Mercedes-Benz GLC 350 e 4MATIC Coupé**



# Omni-channel experience



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# Standard Widgets

## Feature Description

List of standard widgets based on Kendo UI and SAP UI5 design standards.

## List of available reports

### 1. Leads

[1.1 By Source](#)

[1.2 By Source \(Current Year\)](#)

[1.3 By Channel](#)

[1.4 By Status](#)

[1.5 By Model](#)

[1.6 By Quarter](#)

[1.7 By Month](#)

[1.8 By Family](#)

[1.9 By Stage](#)

### 2 Opportunities

[2.1 By City](#)

[2.2 By Status](#)

[2.3 By Source](#)

[2.4 Open by Make \(Current Year\)](#)

[2.5 Open \(Current Year\)](#)

[2.6 By Temperature](#)

[2.7 By Make](#)

[2.8 By Channel](#)

[2.9 Top 10 Open \(Current Year\)](#)

[2.10 By Model \(Top 10\)](#)

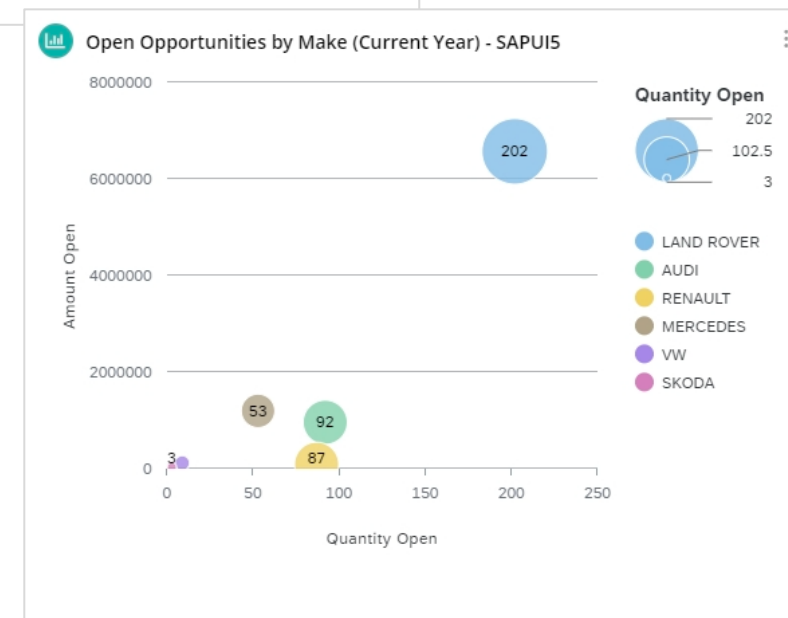
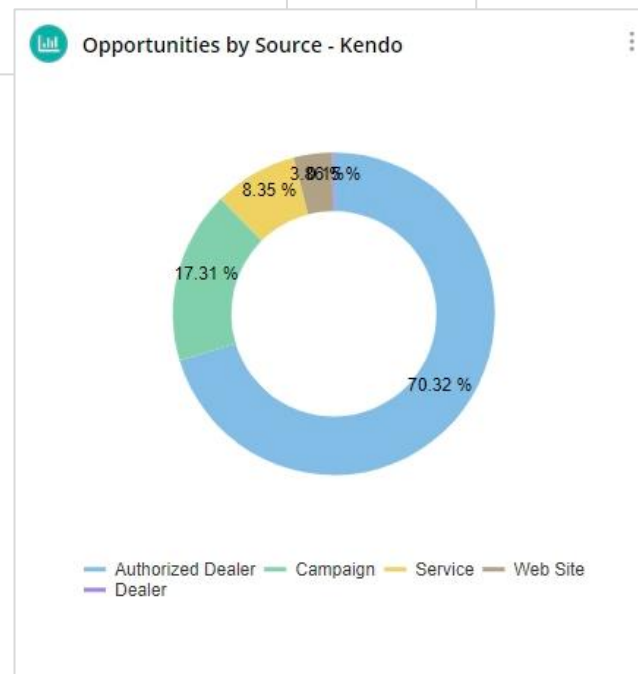
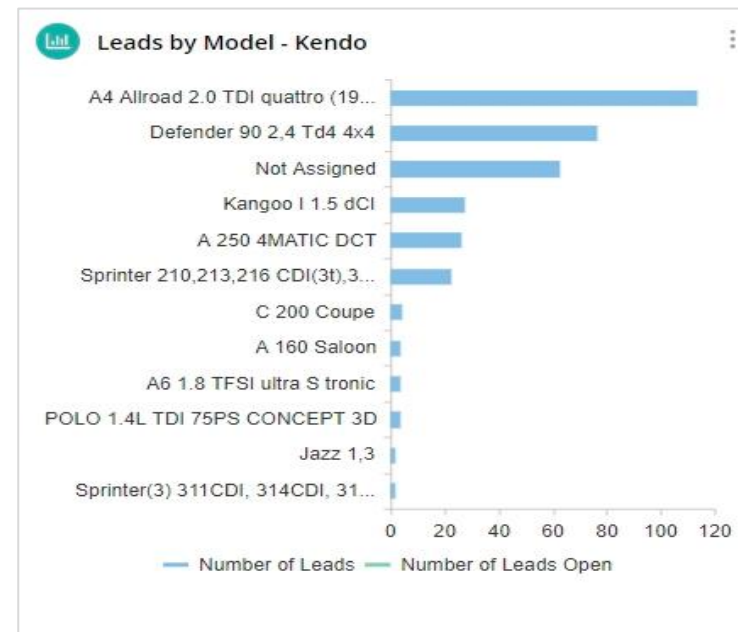
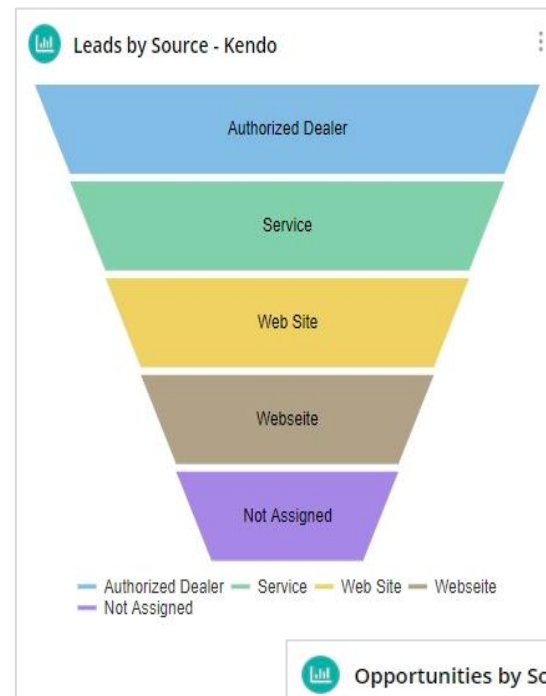
[2.11 By City \(Map\)](#)

[2.12 By Stage](#)

[2.13 By City & Product \(Top 20\)](#)

[2.14 By Family \(Top 10\)](#)

[2.15 To Win Ratio](#)







# Standard Widgets experience



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# Advanced Workflow Designer

## Description

The complete sales process in the Digital Sales Workplace is managed by a workflow. The workflow manages and controls activities under each stage of the sales process by defining approval and validation states, transitions, documents and notifications to the customer, and external functions such as integration with the DMS.

The advanced workflow designer is a tool that allows the configuration of the workflow in a structured and user friendly manner.

The screenshot displays the 'Advanced Workflow Designer' interface for a 'Test Workflow Example'. At the top, there is a blue circular icon and the text 'Test Workflow Example'. To the right, there is a menu icon and a dropdown labeled 'Actions'. Below this, a navigation bar contains four tabs: 'Workflow Setup' (selected), 'Designer', 'Details', and 'Resources'. A large grey box with a red border contains a 'Workflow Errors' section with two error messages: '> There is no initial state.' and '> There are not any final states.'. Below the error box, there is a horizontal menu with icons and labels for 'Approval States', 'Validation States', 'Transitions', 'Validations', 'External Functions', 'Notification Templates', and 'Required Views'. Underneath this menu are two buttons: '+ Add State' and '+ Add Approval State'. At the bottom, there is a table with columns for 'Name', 'State To', and 'Acti...'. The table currently shows 'No records to display'.

## Benefit

It is an important feature that expedites the process of creating and maintaining the workflow configuration, without requiring special technical skills. It eliminates the risk of having errors or gaps in the configuration.



# Advanced Workflow Designer experience





# Thank you!

## Contact Us

[info@oneddealer.com](mailto:info@oneddealer.com)

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