

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 2

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

Digital Sales

Digital Sales Workplace

- ✓ Sales & Lead Management
- ✓ Customer 360 view
- ✓ Running on all devices (mobile, tablet, PC/Laptop)
- ✓ 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
- ✓ Purchase documents management
- ✓ Used Car Hand-over

Complaint Management

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

....and more

- ✓ Manage Sales Process via Workflow
- ✓ Smart Templates for notifications and documents
- ✓ Office 365 Outlook OneDealer Add-In
- ✓ Customizable work-place (dashboards per role)
- ✓ Market PLACE Integration (TwoS)

Transact with minimum TCO

Cloud Services

- ✓ Office 365
- ✓ Mobile Device Management
- ✓ SAP Cloud
- ✓ Amazon Cloud
- ✓ Azure

SAP Backbone Platform

OneDealer Backbone

- ✓ SAP HANA
- ✓ SAP Business Objects

Integration Layer

- ✓ Configurable end-points
- ✓ Interfaces with OEM backbone systems
- ✓ Interface with ERP systems
- ✓ Interface with Dealer Management Systems
- ✓ Interface with 3rd Party systems

Big Data & Analytics

- ✓ Reporting and Management Support System
- ✓ Predictions

One Dealer Analytics

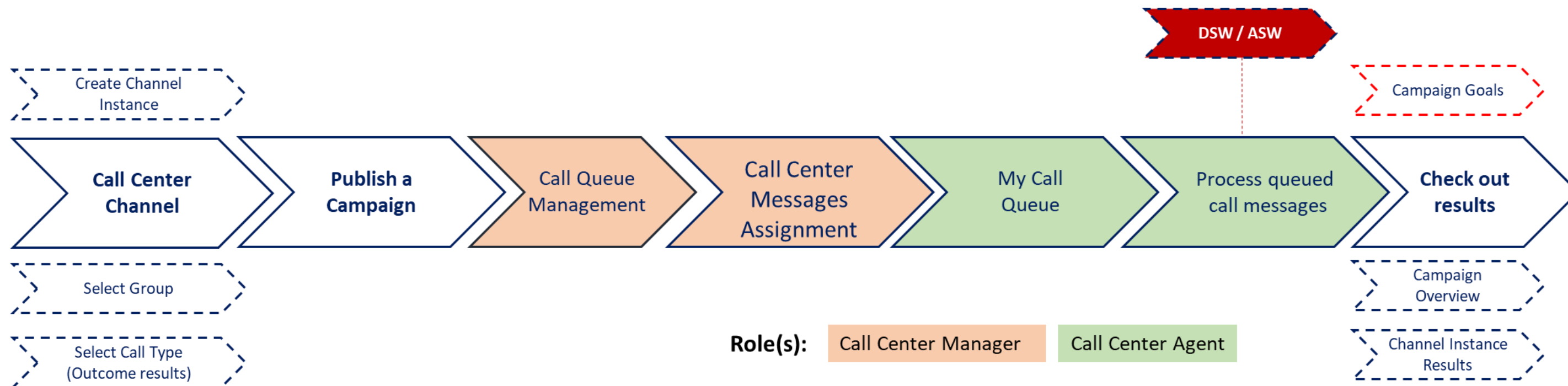
Social Analytics

- ✓ Social KPIs

Call Center

Feature description

A new important feature is introduced as part of the new Campaign Management product, that gives the opportunity to the dealership to create, to publish and to manage campaigns using as a communication channel the call center.



Benefits

A fully integrated with Digital Sales Workplace product feature, that offers efficiency and accuracy in running and managing campaigns via the use of personal contact with existing and prospect customers.



Omni-channel – Call Center experience

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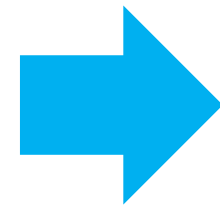
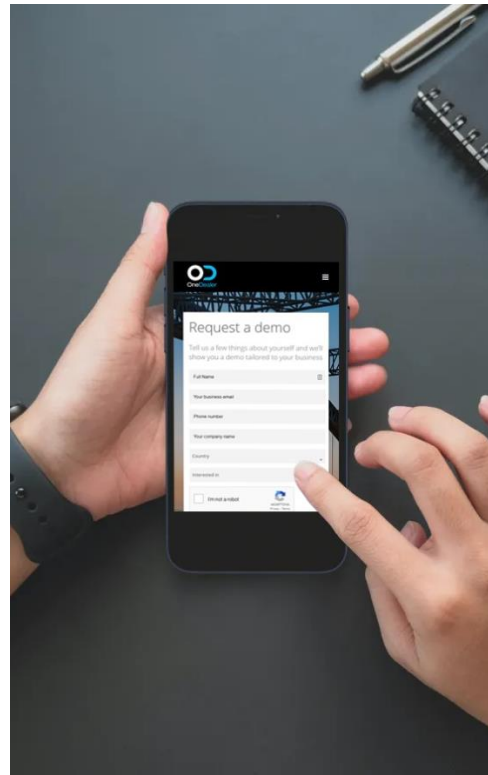
One Dealer Analytics

Social Analytics

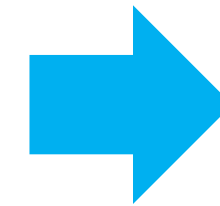
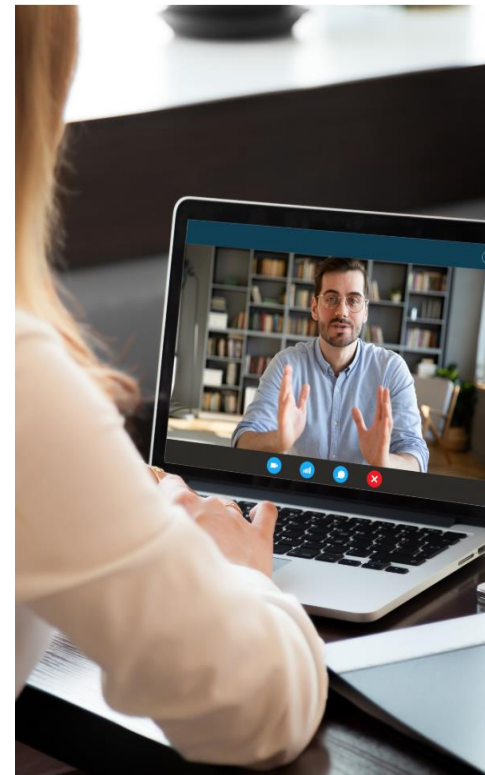
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Key Definitions in Digital Sales Workplace

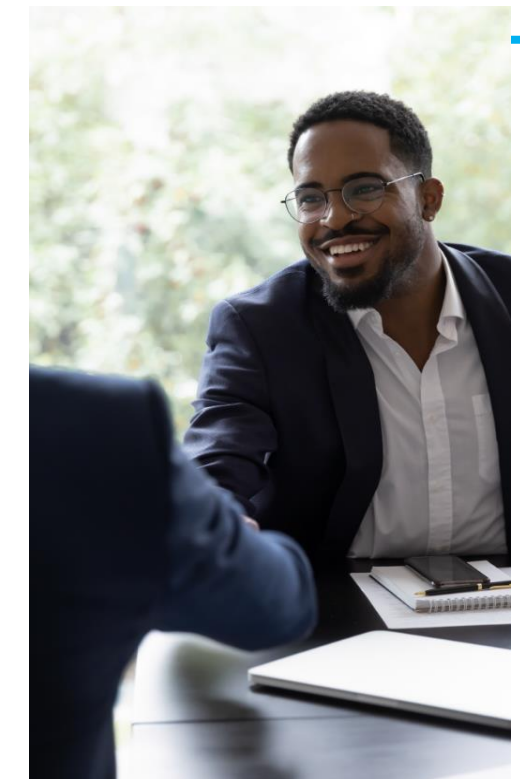
Inquiry



Lead



Opportunity



As a customer inquiry we consider an interest of a customer arriving in OneDealer from external source (like [Promo Pages](#), or [Contact Me](#) forms, or [CRM/DMS](#)) that the customer or the interest or both are not qualified

A Sales lead we consider **any qualified inquiry** arriving in OneDealer from [events](#), from [walk-ins](#) or from external systems ([pre-qualified leads](#)). Both Customer and Interest are specific

As a customer Opportunity we consider any qualified [lead](#) of a customer that is high likely to continue with the sales process

Qualified Lead: A physical person identified either by phone or by a F2F contact and with an actual buying interest

Promo Page / integrated GDPR

Feature description

In the form popping up in the Promo Page the GDPR consent statement has been added. The customer's selection is updating the relevant fields in the business partner's record as soon as the inquiry is qualified and the business partner is created in DSW.

Business benefit

Expedites the process of initiating the communication with the customer and it is consistent with the GDPR legislation.

CONTACT ME

Name *

Last Name *

Company Name

Phone number *

Email *

Area of Service *

I'm interested in: The GLC 350 e 4MATIC Coupé.

CONTACT ME

As matter of policy OneDealer will now allow your personal data to be used by other companies who have no connection with our organization. However, we would like to keep you informed about our products and services. Please confirm that you wish to receive this information by:

Email Phone SMS Post

* Required fields

SEND REQUEST

Create Inquiry

Qualify Inquiry

Contact Person

Business Partner

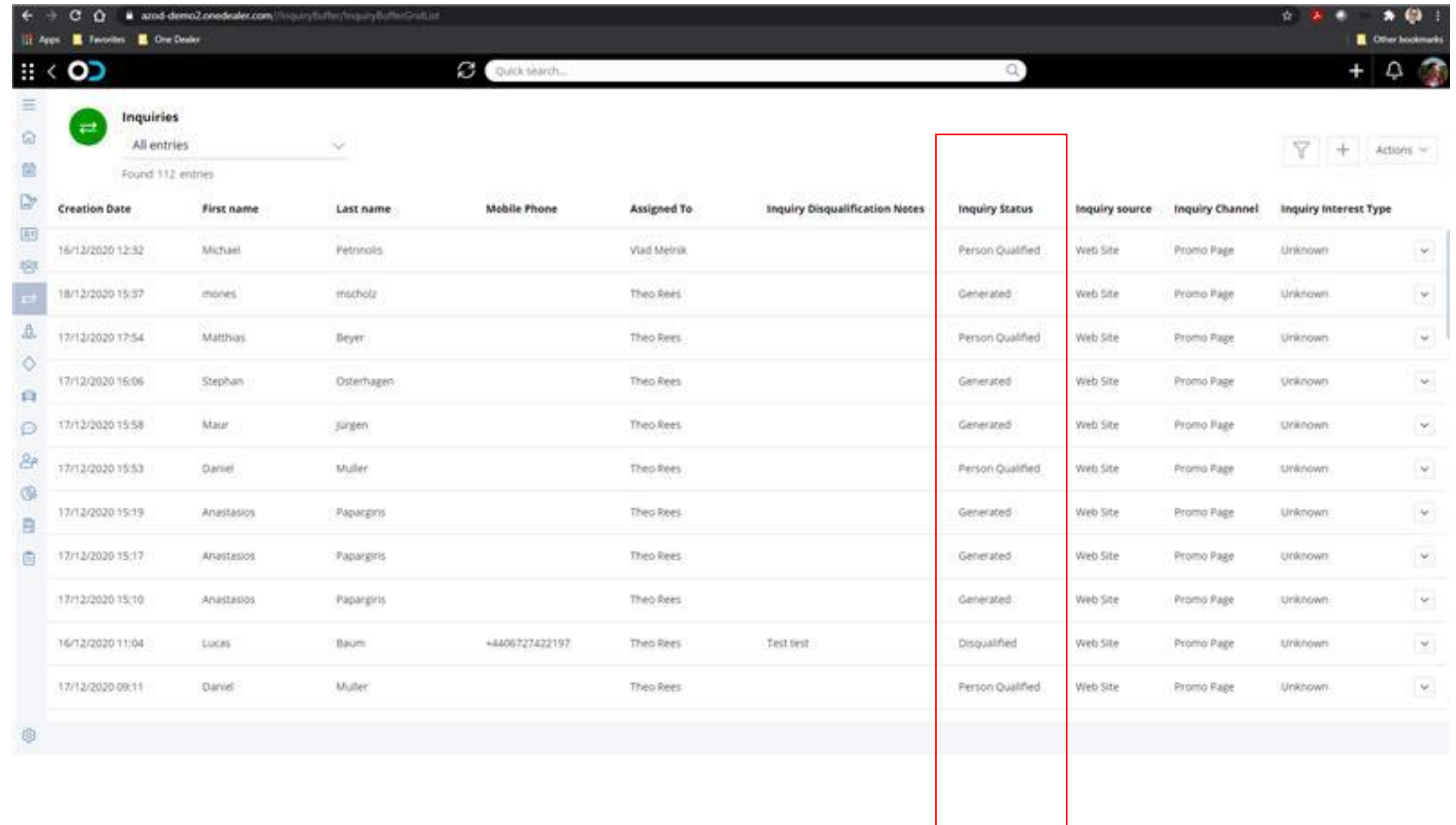
Create Inquiry instead of lead for non-qualified inquiries

Feature description

The interest of a customer created in the Promo Pages of My-Site is creating an Inquiry in the Digital Sales Workplace instead of a Lead. In the pop-up form the customer must input Name, email and phone details so the recipient in the dealership can contact him.

Benefit

Before creating any sales lead the salesperson receiving the interest can qualify both the contact person but also the interest itself. Therefore leads are created always based on a pragmatic cases.



The screenshot shows a web application interface for managing inquiries. The page title is 'Inquiries' and it shows 'All entries' with 'Found 112 entries'. The table below lists individual inquiries with columns for Creation Date, First name, Last name, Mobile Phone, Assigned To, Inquiry Disqualification Notes, Inquiry Status, Inquiry source, Inquiry Channel, and Inquiry interest Type. A red box highlights the 'Inquiry Status' column, which contains values like 'Person Qualified', 'Generated', and 'Disqualified'.

| Creation Date | First name | Last name | Mobile Phone | Assigned To | Inquiry Disqualification Notes | Inquiry Status | Inquiry source | Inquiry Channel | Inquiry interest Type |
|------------------|------------|------------|----------------|-------------|--------------------------------|------------------|----------------|-----------------|-----------------------|
| 16/12/2020 12:32 | Michael | Petrinolis | | Vlad Melnik | | Person Qualified | Web Site | Promo Page | Unknown |
| 18/12/2020 15:37 | mones | mscholz | | Theo Rees | | Generated | Web Site | Promo Page | Unknown |
| 17/12/2020 17:54 | Matthias | Beyer | | Theo Rees | | Person Qualified | Web Site | Promo Page | Unknown |
| 17/12/2020 16:06 | Stephan | Osterhagen | | Theo Rees | | Generated | Web Site | Promo Page | Unknown |
| 17/12/2020 15:58 | Maur | Jürgen | | Theo Rees | | Generated | Web Site | Promo Page | Unknown |
| 17/12/2020 15:53 | Daniel | Müller | | Theo Rees | | Person Qualified | Web Site | Promo Page | Unknown |
| 17/12/2020 15:19 | Anastasios | Papargiris | | Theo Rees | | Generated | Web Site | Promo Page | Unknown |
| 17/12/2020 15:17 | Anastasios | Papargiris | | Theo Rees | | Generated | Web Site | Promo Page | Unknown |
| 17/12/2020 15:10 | Anastasios | Papargiris | | Theo Rees | | Generated | Web Site | Promo Page | Unknown |
| 16/12/2020 11:04 | Lucas | Baum | +4406727422197 | Theo Rees | Test test | Disqualified | Web Site | Promo Page | Unknown |
| 17/12/2020 09:11 | Daniel | Müller | | Theo Rees | | Person Qualified | Web Site | Promo Page | Unknown |



**Promo Page (My Site)
Inquiry creation (DSW)
Qualification Process
experience**



Sales Process form experience

(location –address)

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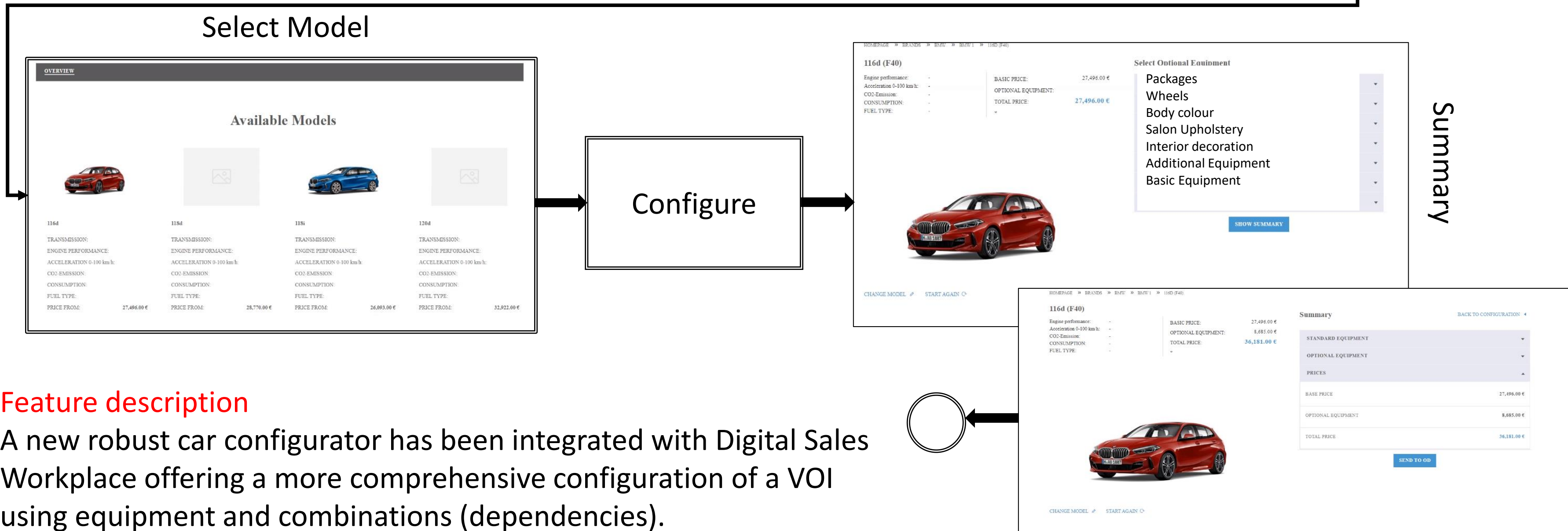
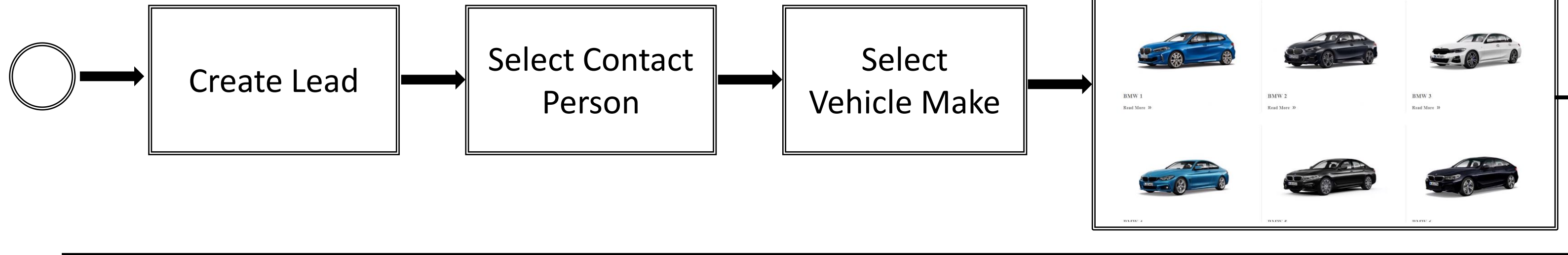
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Big Data & Analytics

- ✓ Reporting and Management Support System
- ✓ Predictions
- One Dealer Analytics**
- Social Analytics**
- ✓ Social KPIs

Advanced Configurator



Feature description

A new robust car configurator has been integrated with Digital Sales Workplace offering a more comprehensive configuration of a VOI using equipment and combinations (dependencies).



Advanced Configurator experience

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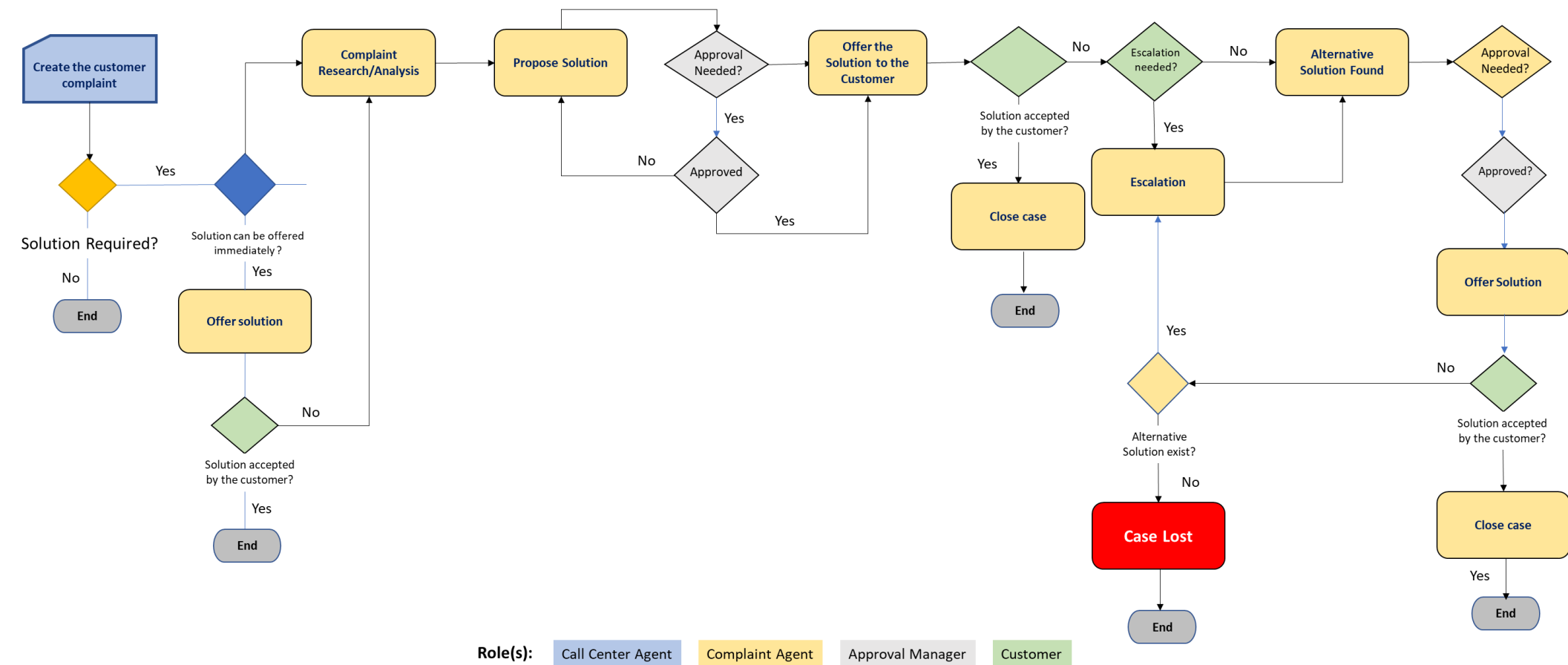
Customer Complaint Management

Description

Complaint Management is an important feature introduced in the Digital Sales Workplace.

The feature allows the creation of a complaint from different steps of the sales process and most importantly is fully configurable.

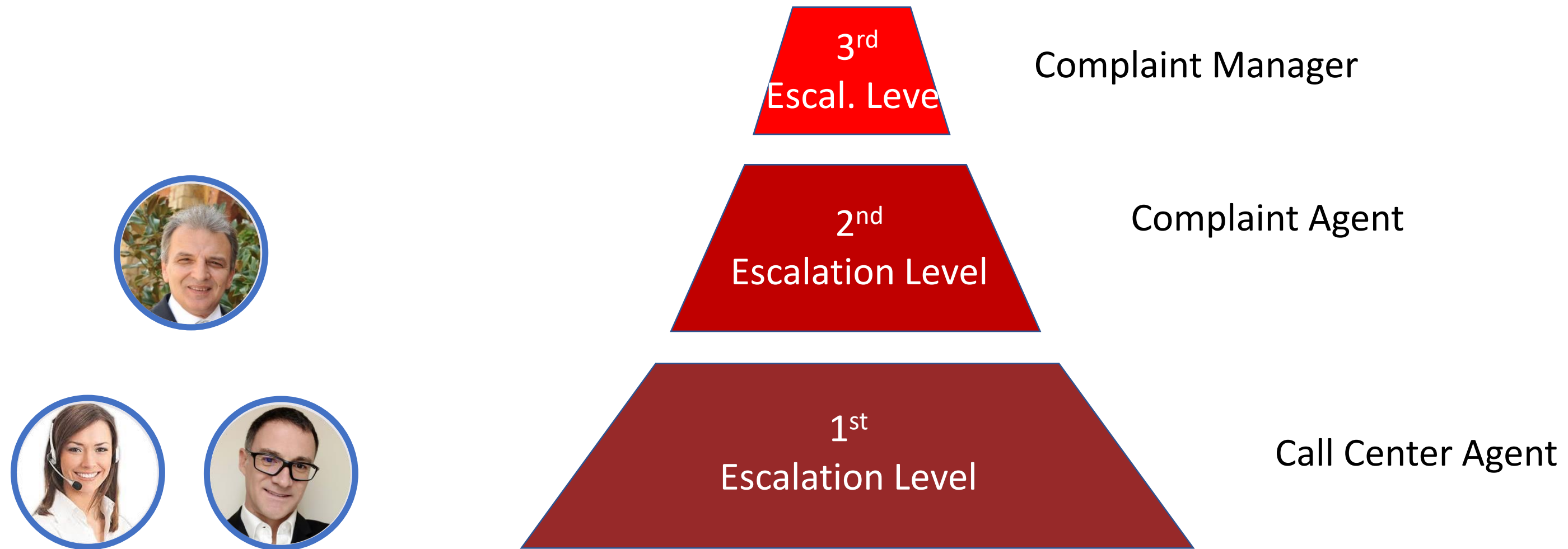
The complaint management feature supports digital interaction with the customer, and internal communication while handling the complaint i.e. escalation steps.



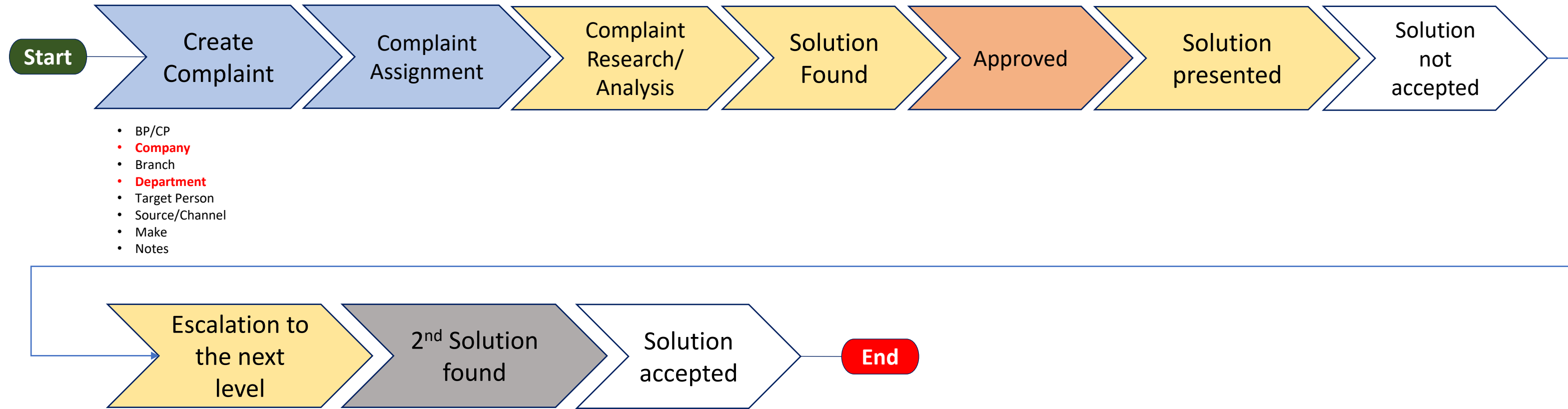
Benefit

The Complaint Management feature supports the automotive dealer in managing effectively and efficiently customer complaints.

Complaint Management – Escalation Levels



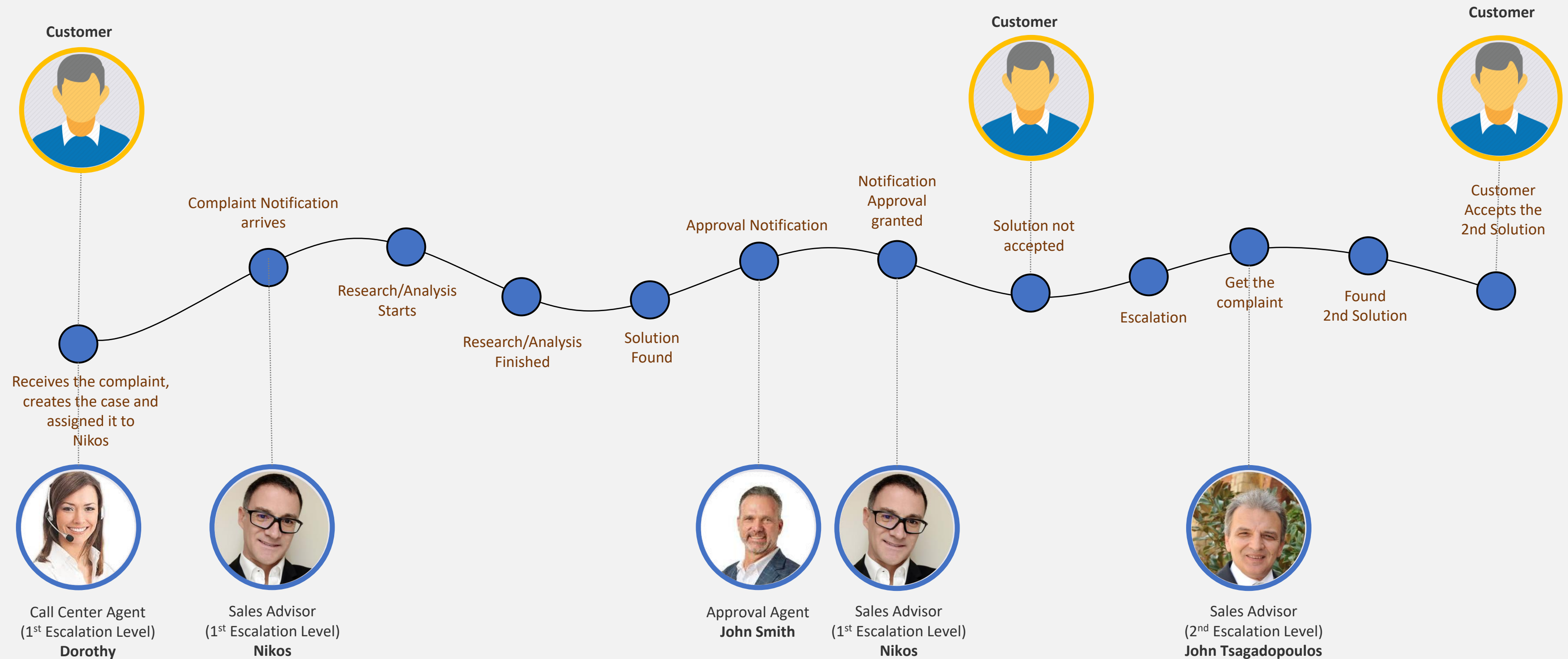
Complaint Management - Scenario



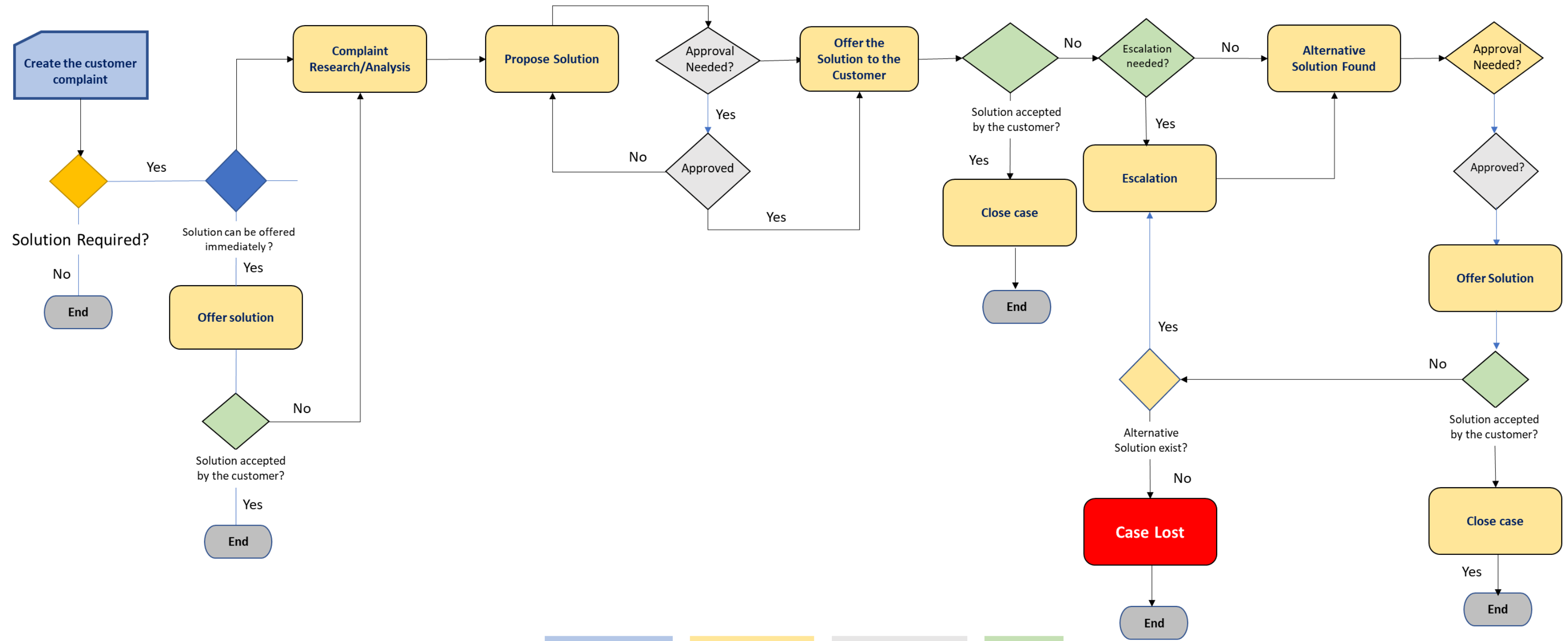
- BP/CP
- **Company**
- Branch
- **Department**
- Target Person
- Source/Channel
- Make
- Notes

Roles(s): Customer Call Center Agent Complaint Agent Approval Manager Complaint Manager

Complaint Management - Roadmap



Complaint Management - Workflow



Role(s): Call Center Agent Complaint Agent Approval Manager Customer



Complaint Management experience

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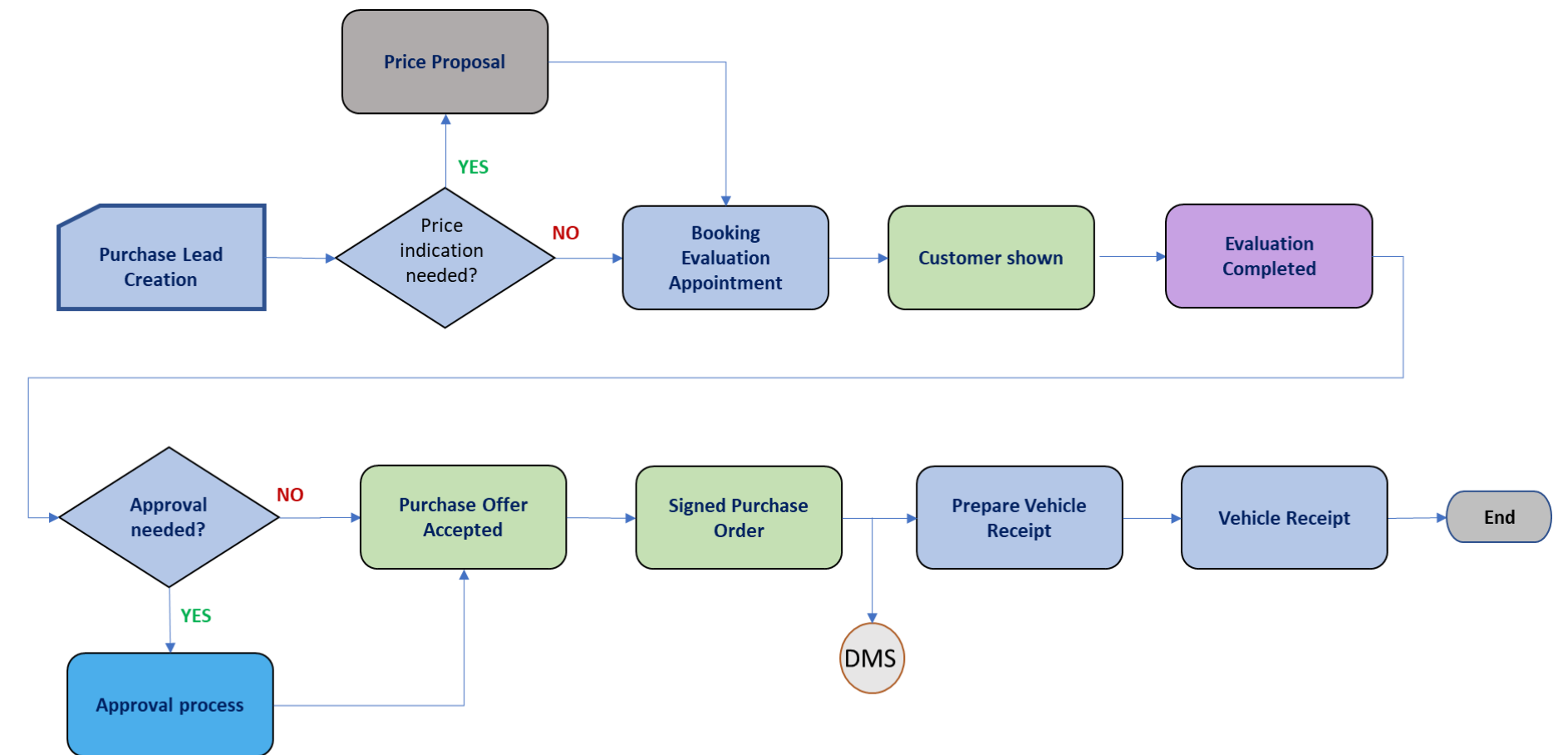
Used Vehicle Purchase

Feature description

A very important feature is introduced in the Digital Sales Workplace that allows the purchasing of used cars for the purpose of stock but also the purchase of a customer trade-in car after its evaluation.

Business benefit

The process of purchasing can be initiated and completed in the Digital Sales Workplace with the exception of the logistics (purchase invoice, update inventory stock, create job card to repair the used car, etc..)



Role(s): Used Vehicles Salesperson Customer Evaluator Approving person Price Specialist

Purchase lead creation from the trade-in in a sales lead

Feature description

It is possible to create a purchase lead from the sales lead when there is a trade-in.

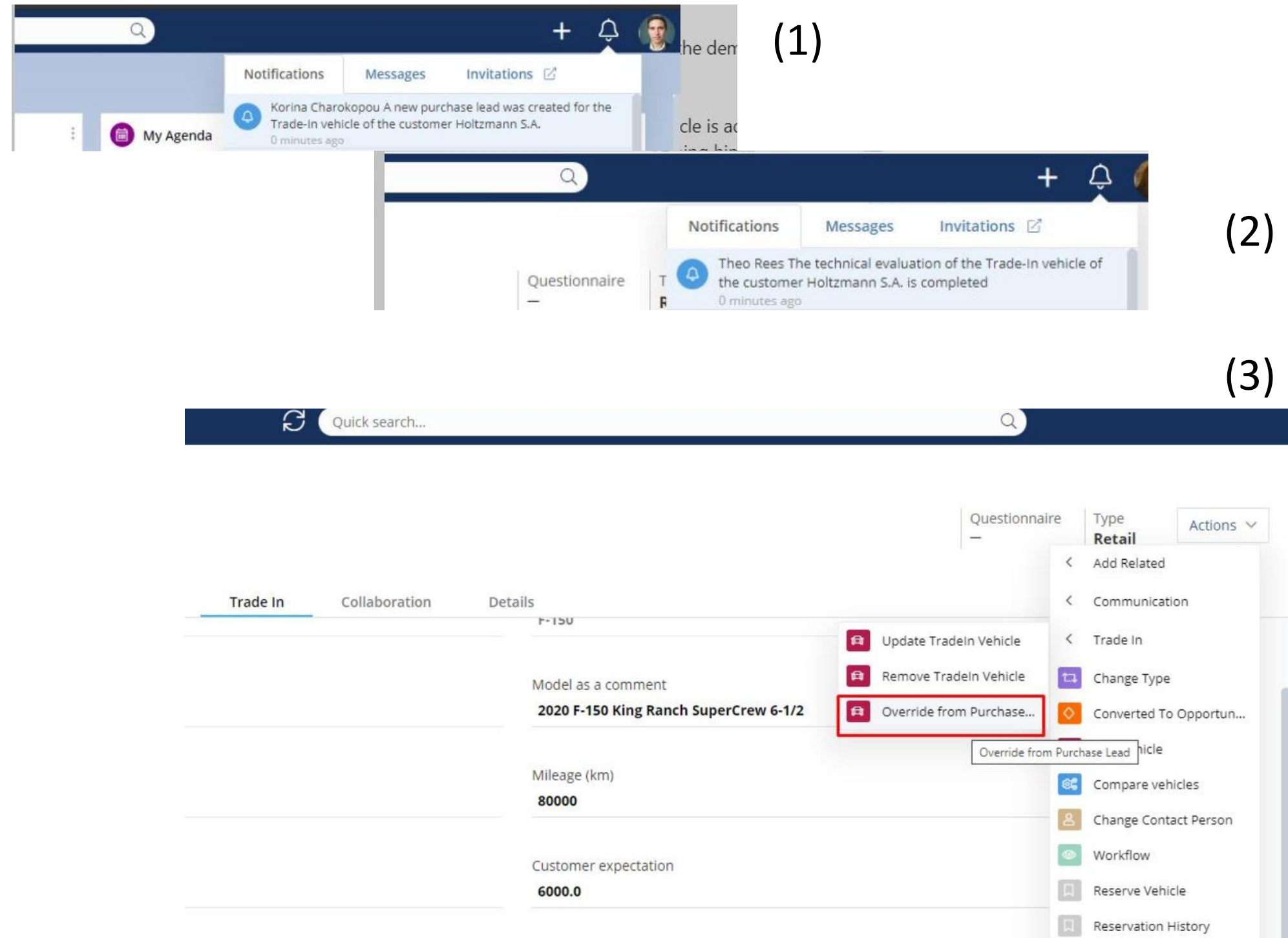
The person that is assigned by set-up to receive notifications about new Purchase Leads will receive notification messages (1).

If the trade-in is sent for evaluation, upon completion the sales advisor responsible for this sales lead will be informed with a notification message. (2)

The trade-in information can be updated from the purchase lead including the standard and final price. (3)

Business Benefit

Automates the process of creating a purchase lead and thus improves the collaboration between the involved teams in the dealership.



Additional WF Step – Price indication

Feature description

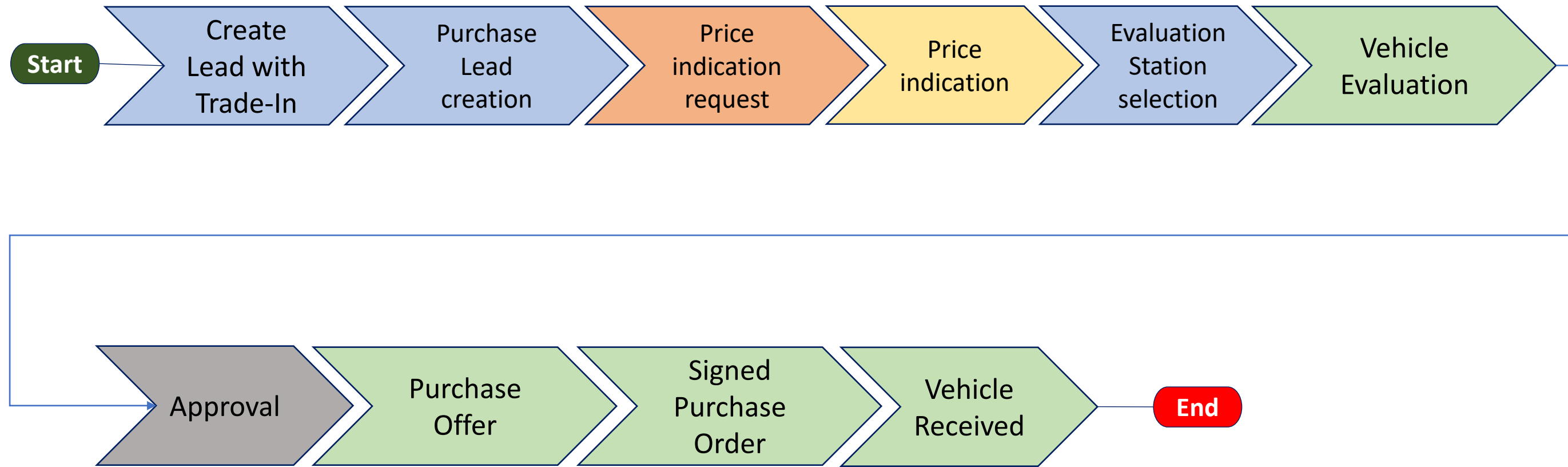
When the Purchase Lead is created, the user can select as a next action in the WF the 'Price Indication Request' activity. This activity is assigned to a user with the role of the evaluator, that can provide a Price indication for the trade-in car and enter it in the field Price Requested in the purchase info tab

Business benefit

The customer can receive an indication of the purchasing price before proceeding any further.

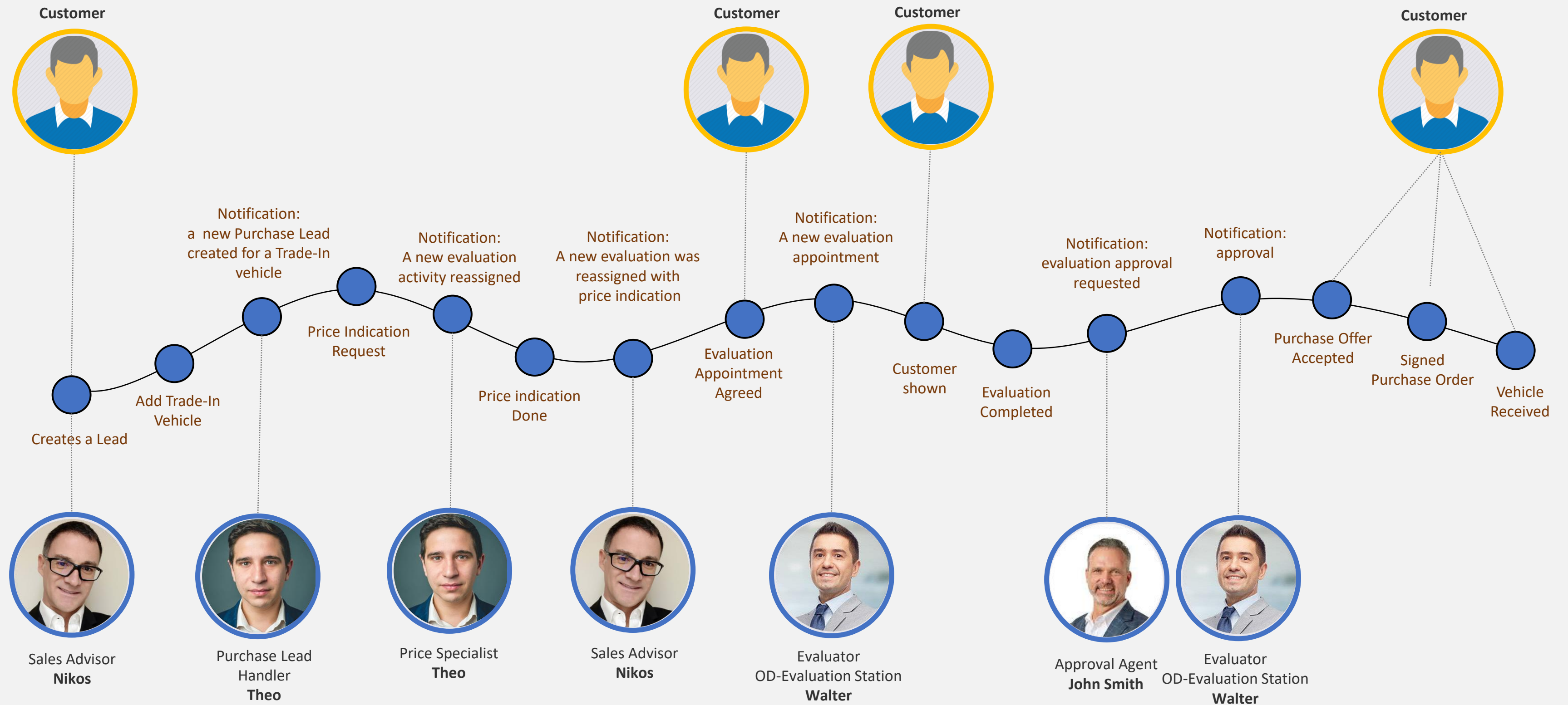
The screenshot displays a CRM interface for a user named Reidl Oli. The interface is divided into several tabs: Overview, Activities, Purchase Info, Vehicle, Photos, Related, Collaboration, and Details. The 'Activities' tab is active, showing a 'Visit' activity. Below this, there is a 'Planned: Initial Contact for Purchase Lead 10' section. The 'Execute' section is open, showing a dropdown menu for 'Choose result' with options: 'Select next action', 'Evaluation appointment', 'Price indication request', 'Not Interested', and 'Not Found'. The 'Select next action' option is highlighted. To the right of the dropdown is a 'Next Activity' field. Below the dropdown is a profile card for Reidl Oli, showing his email (oli.reidl@mailinator.com) and phone number (+491602307110). On the right side of the interface, there is an 'Agenda' section with a list of activities: '22/01/2021 10:30 Purchase Visit The customer is interested to sell his car in 3 months and he is asking for a price', '22/01/2021 09:00 Offer F.U. Call', '21/01/2021 10:15 Delivery F.U. Call', and '18/01/2021 13:00 Initial Contact'. At the bottom of the interface, the 'Purchase Info' tab is active, showing 'Evaluation Details' with a 'Price Requested' field containing the value '0'.

Purchase Lead - Scenario

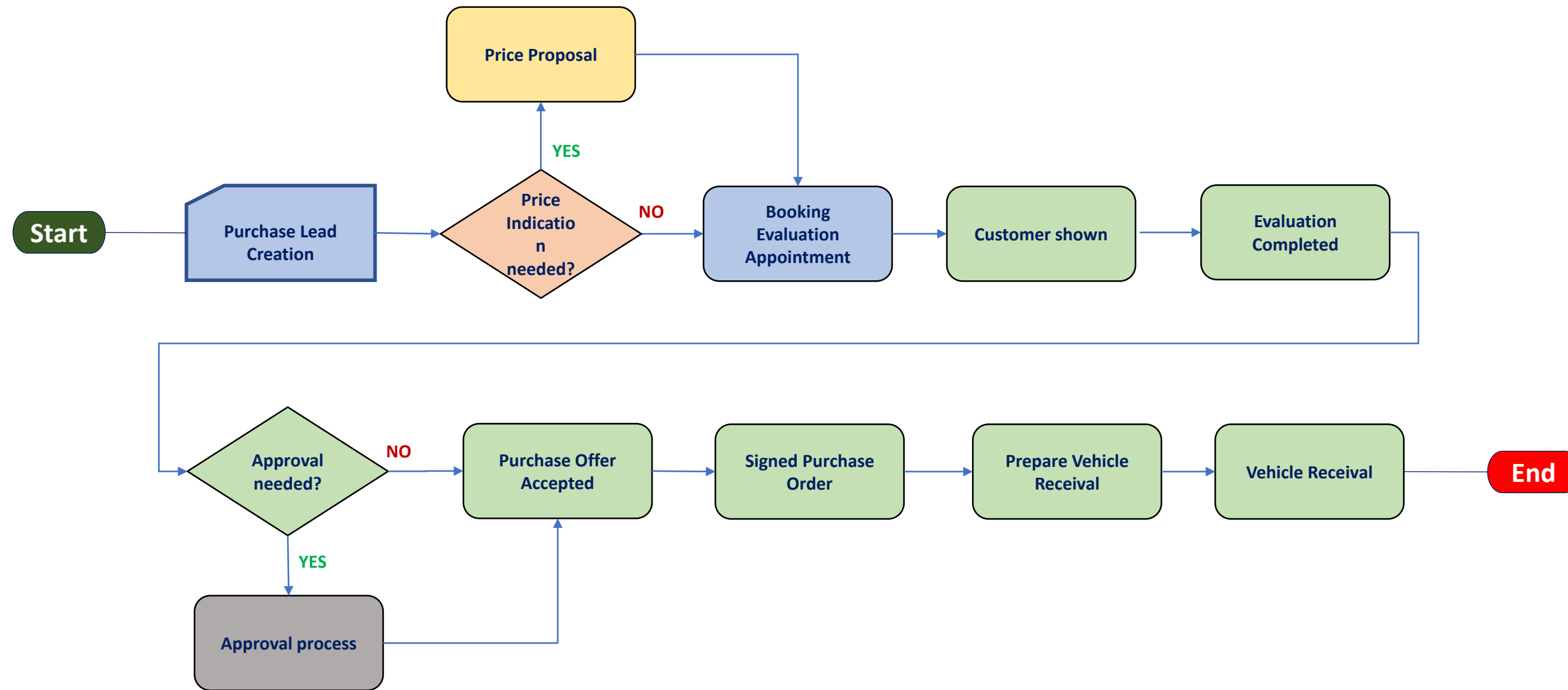


Roles(s): Sales Advisor Purchase Manager Price Specialist Evaluator Approval Agent

Purchase Lead - Roadmap



Purchase Lead – Workflow



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Purchase Lead experience

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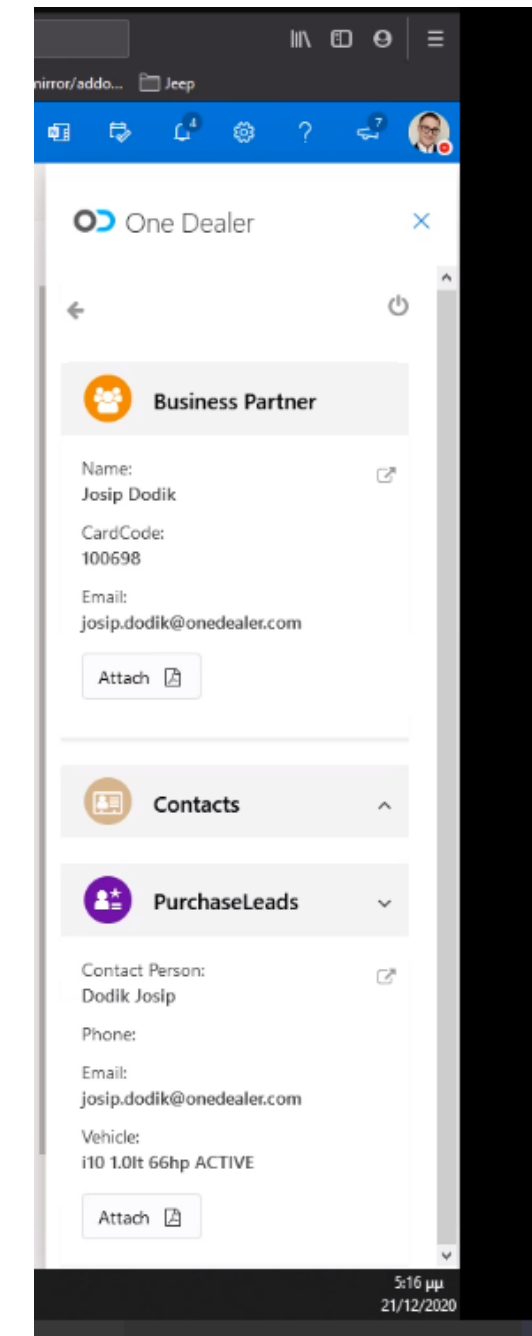
Purchase Leads – Office 365 Integration

Feature description

There is an improvement in the integration add-on with the office 365 that includes created purchase leads per business partner.

Benefit

Offers efficiency in the daily operations of the dealership's employees.





**Purchase Lead — Office 365 Integration
experience**

Global Search – Display Purchase Leads

Feature description

In the Global Search when searching for a BP, in the list of related transaction groups, the Purchase Leads has been added. If the BP is involved in a purchase lead then this is displayed.

Business Benefit

Increases the productivity of the end-users, since they have the possibility to use the global search function and have a complete list of transactions related to this BP.



The screenshot shows the OneDealer Global Search interface. At the top, there is a search bar with the text 'Reidl' and a search icon. Below the search bar, there is a section titled 'Search for "Reidl"' with a search icon and a dropdown menu showing 'Purchase Leads'. Below this, it says 'Found 1 entries'. The search results are displayed in a table format:

| Reidl Oli (Purchase Leads) | | | | | |
|----------------------------|------------------------|--------|--------------------------|----------|---------------|
| Doc Entry: | 109 | VIN: | 1B3HB48B48D768922 | BP Code: | 105235 |
| CP Name: | Reidl Oli | Email: | oli.reidl@mailinator.com | Make: | MERCEDES-BENZ |
| Model: | GLC 350 e 4MATIC Coupe | Notes: | | | |



**DSW
experience**



Thank you!

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