



**DAY-4**

# Service Lead

A service lead can be created in the After Sales Workplace from different entry points:

## Walk-In

(known/unknown customer)



The service lead is created by the service advisor directly into ASW either for a known or unknown walk-in customer

## Booking an Appointment

(unknown customer)



The service lead is created by an unknown customer in the OSM. Basic information provided: Name, Phone, E-mail, Vehicle, Date for the Service and Service Package. The service advisor receives and works with the service lead in ASW.

## Booking an Appointment

(known customer)



The service lead is created by an existing customer with the use of his Account. The customer is redirected to OSM in order to provide the basic information needed such as: in the OSM. Basic information provided: Name, Phone, E-mail, Vehicle, Date for the Service and Service Package. The service advisor receives and works with the service lead in ASW.

## Booking an Appointment

(audience)



The customer is provided with a link that redirects him in the OSM to provide the basic information for a service lead: Name, Phone, E-mail, Vehicle, Date for the Service and Service Package. The service advisor receives and works with the service lead in ASW.

**OSM:** Online Service Management

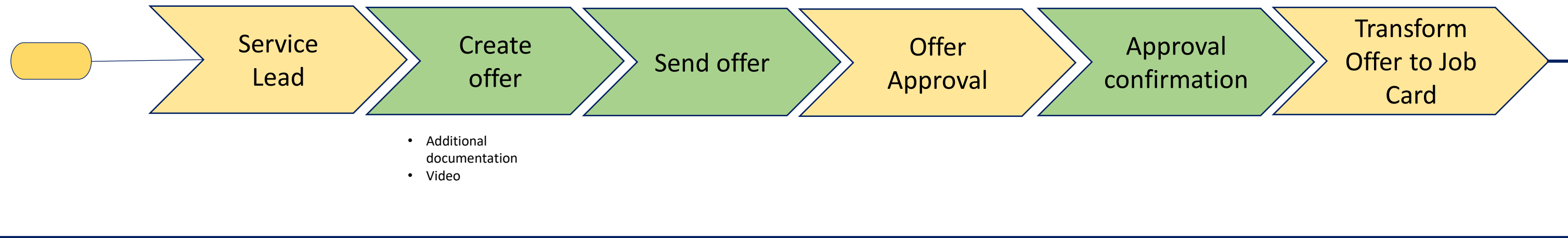
**ASW:** After Sales Workplace

Service Advisor

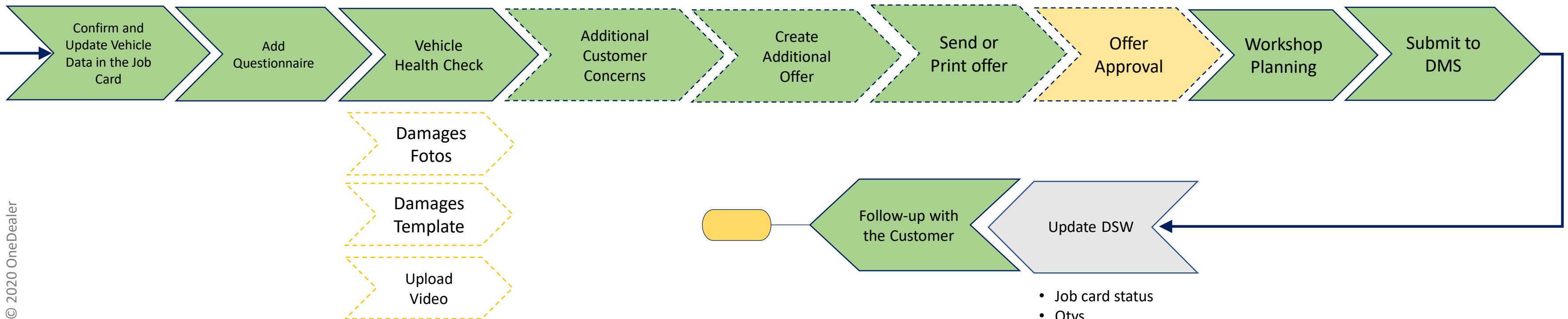
Customer

# Maintenance – Repair Vehicle process

## Service Lead Offer Process



## Vehicle reception



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## Terminology

- Contact
- Lists
  - Static
  - Dynamic
- Audience (Static Lists & Dynamic Lists)
- Campaign
  - Channels (Email, SMS, Viber, Mobile Push Notification, Call Center, Google Display Ads, Facebook Ads, HTML Banner)
    - Conditions





# Thank you!

## Contact Us

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