



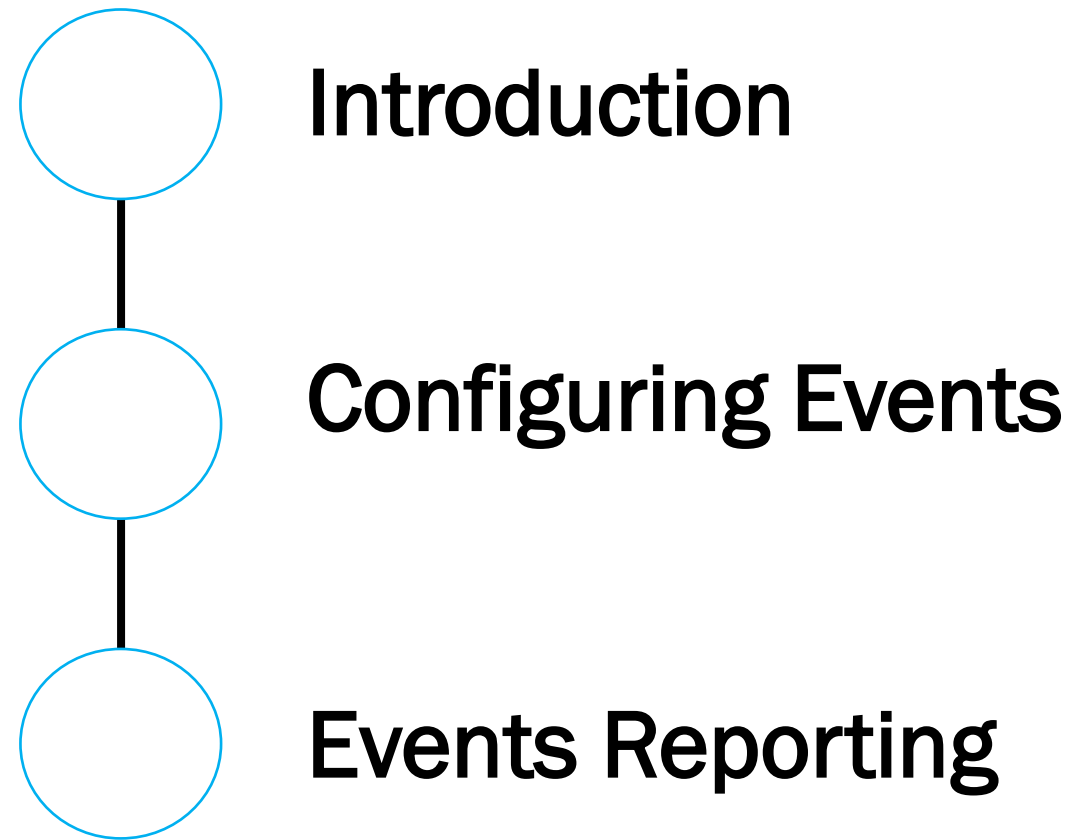
OneDealer Events

Presenter

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OneDealer Events



OneDealer Events - Introduction



There is a need to count events generated by workflow actions. The Countable Events Mechanism is designed to cover this need and may be extended in order to cover future configurable reporting needs.

The mechanism is supported by five configuration tables, two results tables and three generic stored procedures that generate the results based on configuration data.

Sample Event Types:

- Visit (Shown up by email, Shown up by phone, From Service, Spontaneous customer)
- Test Drive
- Follow Up
- Offer
- Offer Follow Up
- Order
- Delivery

OneDealer Analytics – Configuring Events



The data in the configuration tables are created based on analysis. This analysis must show how each OneDealer customer wants to define these events.

Example . An event that can be counted is the ‘Number of Test Drives’. This will be counted from the workflow results (States and Transitions) and will be named ‘Test Drive’ event.

Sample Analysis for the ‘Test Drive’ event:

- Workflow States to include
 - Test Drive Execution
- Workflow States to exclude
 - None
- Workflow Transitions to include
 - None
- Workflow Transitions to exclude
 - Not Shown
 - Test Drive Cancelled

OneDealer Events – Events Reporting

SAP CRYSTAL REPORTS*

Find... 1 of 1 100%

Analytical Family Analysis Report

Opportunity Type: All Make: MERCEDES-BENZ Period: 01.01.2019 - 11.06.2019
 Branches: OD Content: Family Totals: Yes

Company: OneDealer
 Branch: OD

Family	Visits	%	Test Drives	%	Orders	%	Classifications	%	Cancellation	Pending Orders	Effectiveness
C-Class	13	8,97 %	9	69,23 %	2	13,33 %	2	14,29 %	0	0	15,38 %
E-Class	14	9,66 %	7	50,00 %	2	13,33 %	2	14,29 %	0	0	14,29 %
e-Golf	2	1,38 %	2	100,00 %	0	0,00 %	0	0,00 %	0	0	0,00 %
GLC	98	67,59 %	66	67,35 %	9	60,00 %	8	57,14 %	0	0	9,18 %
GLE	14	9,66 %	10	71,43 %	2	13,33 %	2	14,29 %	0	0	14,29 %
KODIAQ	2	1,38 %	2	100,00 %	0	0,00 %	0	0,00 %	0	0	0,00 %
MINI COUNTRYMAN	2	1,38 %	1	50,00 %	0	0,00 %	0	0,00 %	0	0	0,00 %
Branch Sum OD	145	100,00 %	97	66,90 %	15	100,00 %	14	100,00 %	0	0	10,34 %
Total	145	100,00 %	97	66,90 %	15	100,00 %	14	100,00 %	0	0	10,34 %

OneDealer Events – Events Reporting

SAP CRYSTAL REPORTS*

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Main Report

Performance table RSE

Dealer: OD Sales Manager: Theo Rees Week no: 10 Year: 2019 Wks Sum: 2 Period: 04.03.2019 - 10.03.2019

Return on customer approach						Performance of the sales process												Sales results																						
Please take an active part in attracting new customers to your showroom						... take advantage of spontaneous potential customers.				attract more ... analyze the needs of all potential customers				... let your customers lead you.				... submit targeted offers. ... sell cars!																						
Sales Adv is processing		Visit from Approach				Service Customers		Spontaneous Customers		Follow-up Customers		Total Contact Offers	Complete needs assessment		Total test drives		Offers		Offer Follow-up		Orders (new cars)		Service Customers		Financing															
call	e-mail	call	e-mail		abs	%	abs	%	abs	%		abs	%	abs	%	% ΔA	abs	%	% TD	abs	%	% NP	abs	%	abs	%														
Customer contact		0	0																																					
Sales Adv contact		0	0																																					
Total 10 / 2019		74	0	3	8,6	9	25,7					0	0,0	7	20,0	16	45,7	35	0	0,0	22	62,9	0,0	3	8,8	13,6	2	5,7	86,7	0	0,0	0,0	0	0,0	0	0,0	0	0,0	0	0,0
Total 09 / 2019		0	0	0	0,0	0	0,0					0	0,0	3	100,0	0	0,0	3	0	0,0	1	33,3	0,0	1	33,3	100,0	0	0,0	0,0											
Total 2 weeks		37,0	0,0	1,5	7,9	4,5	23,7					0,0	0,0	5,0	26,3	8,0	42,1	19,0	0,0	0,0	11,5	60,5	0,0	2,0	10,5	17,4	1,0	5,3	50,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0		
Target		0	0	0	0,0	0	0,0					0	0,0	0	0,0	0	0,0	0	0,0	0	0,0	0,0	0	0,0	0,0	0	0,0	0,0												
Rees Theo	Cust. cont.	0	0	3	15,8	9	47,4					0	0,0	1	5,3	8	31,6	19	0	0,0	18	94,7	0,0	1	5,3	5,8	0	0,0	0,0											
	S.A. cont.	0	0																																					
Battenstein Robert	Cust. cont.	0	0	0	0,0	0	0,0					0	0,0	0	0,0	0	0,0	0	0	0,0	1	0,0	0,0	0	0,0	0,0	0	0,0	0,0											
	S.A. cont.	0	0																																					
Maglousidis Christos	Cust. cont.	0	0	0	0,0	0	0,0					0	0,0	0	0,0	0	0,0	0	0	0,0	0	0,0	0,0	0	0,0	0,0	0	0,0	0,0											
	S.A. cont.	0	0																																					
Fousteris Michalis	Cust. cont.	0	0	0	0,0	0	0,0					0	0,0	0	0,0	0	0,0	0	0	0,0	0	0,0	0,0	0	0,0	0,0	0	0,0	0,0											
	S.A. cont.	0	0																																					
Dufner Steffen	Cust. cont.	0	0	0	0,0	0	0,0					0	0,0	0	0,0	0	0,0	0	0	0,0	1	0,0	0,0	0	0,0	0,0	0	0,0	0,0											
	S.A. cont.	0	0																																					
Papargiris Anastasios	Cust. cont.	0	0	0	0,0	0	0,0					0	0,0	0	0,0	0	0,0	0	0	0,0	0	0,0	0,0	0	0,0	0,0	0	0,0	0,0											
	S.A. cont.	0	0																																					
Niederfahrenhorst Jonas	Cust. cont.	0	0	0	0,0	0	0,0					0	0,0	0	0,0	0	0,0	0	0	0,0	0	0,0	0,0	0	0,0	0,0	0	0,0	0,0											
	S.A. cont.	0	0																																					
Ioannou Nikos	Cust. cont.	0	0	0	0,0	0	0,0					0	0,0	1	16,7	5	83,3	6	0	0,0	2	33,3	0,0	1	16,7	50,0	1	16,7	100,0											
	S.A. cont.	0	0																																					
Tsagadopoulos John	Cust. cont.	0	0	0	0,0	0	0,0					0	0,0	0	0,0	0	0,0	0	0	0,0	0	0,0	0,0	0	0,0	0,0	0	0,0	0,0											
	S.A. cont.	0	0																																					
Dodik Josip	Cust. cont.	0	0	0	0,0	0	0,0					0	0,0	4	100,0	0	0,0	4	0	0,0	0	0,0	0,0	0	0,0	0,0	0	0,0	0,0											
	S.A. cont.	0	0																																					
Anikeev Andreas	Cust. cont.	0	0	0	0,0	0	0,0					0	0,0	0	0,0	0	0,0	0	0	0,0	0	0,0	0,0	0	0,0	0,0	0	0,0	0,0											
	S.A. cont.	0	0																																					
Körbler Franz	Cust. cont.	0	0	0	0,0	0	0,0					0	0,0	0	0,0	0	0,0	0	0	0,0	0	0,0	0,0	0	0,0	0,0	0	0,0	0,0											
	S.A. cont.	0	0																																					
Andrianakou Maria	Cust. cont.	0	0	0	0,0	0	0,0					0	0,0	1	25,0	3	75,0	4	0	0,0	0	0,0	0,0	1	25,0	0,0	1	25,0	100,0											
	S.A. cont.	0	0																																					
Charokopou Korina	Cust. cont.	0	0	0	0,0	0	0,0					0	0,0	0	0,0	2	100,0	2	0	0,0	0	0,0	0,0	0	0,0	0,0	0	0,0	0,0											
	S.A. cont.	0	0																																					

OneDealer Events – Events Reporting

SAP CRYSTAL REPORTS*

Dealer: OD Sales Manager: Theo Rees Week No: 10 Year: 2019 Wks Sum: 2 Period: 25.02.2019 - 10.03.2019

	Customer Approach								Visits %				Convertibility			
	Contacts	Visits	Orders	Visits %	Target	Differenc	Convertibility	RSE network		RSE area		RSE network		RSE area		
								Top	Avg	Top	Avg	Top	Avg	Top	Avg	
E-mail	0	0	0	0,0 %	40,0 %	-40,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	
Calls	0	0	0	0,0 %	40,0 %	-40,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	
Service Customers (MSC)	Customer Approach								Visits %				Convertibility			
	Contacts	Visits	Orders	Visits %	Target	Differenc	Convertibility	RSE network		RSE area		RSE network		RSE area		
								Top	Avg	Top	Avg	Top	Avg	Top	Avg	
E-mail	0	0	0	0,0 %	20,0 %	-20,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	
Calls	0	0	0	0,0 %	20,0 %	-20,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	
Test Drives	Customer Approach						Convertibility									
	Total	Total Sales (with Test Drive)	Convertibility	Target	Difference		RSE network		RSE area							
							Top	Avg	Top	Avg						
	23	0	0,0 %	50,0 %	-50,0 %	0,0 %	0,0 %	0,0 %	0,0 %							
Test Drives	Achievement						RSE network				RSE area					
	Total New Contacts	New Contacts Test Drives	Achievement	Target	Difference		RSE network		RSE area							
							Top	Avg	Top	Avg						
	19	12	63,2 %	80,0 %	-16,8 %	0,0 %	0,0 %	0,0 %	0,0 %							
Trade-in	Achievement						RSE network				RSE area					
	Total Estimates	Sales with Trade-in	Achievement	Target	Difference		RSE network		RSE area							
							Top	Avg	Top	Avg						
	0	0	0,0 %	50,0 %	-50,0 %	0,0 %	0,0 %	0,0 %	0,0 %							

OneDealer Events – Sample Dashboard

