



Centralised Workflows for the Automotive Sector in the Digital Age

Standardising sales and aftersales for importers,
dealer networks and national sales companies

With the digital transformation in full swing, it is essential for the automotive sector to adapt accordingly in order not to be left behind. Above all, this transformation calls for the evolution of dealer networks from loosely connected, largely autonomous entities to unified organisations where many processes are managed centrally by the importer. Customers expect the same treatment wherever they go, making standardisation

of workflows among dealers essential for guaranteeing a consistent quality of service. OneDealer digitalises sales and aftersales for dealer networks and introduces a standardised approach to automotive retail for importers. The result is streamlined workflows, centralised access to data, websites and campaigns, stronger lead generation and smooth customer journeys.

Contents

- 01 Why the Digital Transformation Matters – An Introduction
- 02 Synchronised Digital Sales & Aftersales Workflows for Dealer Networks
- 03 Benefits of Central Data Management
- 04 Website Management and SEO
- 05 Omnichannel Campaign Management
- 06 Dealer Network Performance Monitoring
- 07 Conclusion
- 08 About Us

01

Why the Digital Transformation Matters – An Introduction

Although digitalisation has been underway for well over a decade, some sectors have been slow to adapt. While there have been developments in the automotive industry in recent years – including the increasing use of AI, advances in autonomous driving, and the appointment of digital transformation officers to guide the process – it is essential for market players to continue to seize the opportunities presented by digitalisation if they are to increase sales and keep pace with the global economy. This is particularly true in the wake of the COVID-19 pandemic, with supplier shutdowns, border closures, truncated logistical operations and slow vehicle sales set to have repercussions for some time to come.





OneDealer is a multifaceted tool that yields benefits for all players in a dealer network“

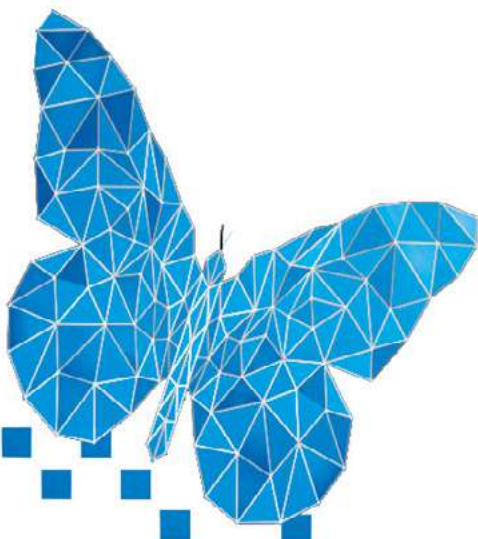


Fortunately, a fully digital future is within reach – along with the benefits that come with it. The targeted use of digital technologies can lead to a reshaping of manufacturing operations, sales systems and supply chain logistics, making it easier than ever before for consumers to browse, modify, order and operate vehicles. Meanwhile, importers have ample opportunity to reduce costs, minimise their inventories, optimise service delivery and manage risks. Such measures will help to solidify their leading position in their relationship with dealers – essential given that traditional power structures are no longer secure.

For importers and the digital transformation officers tasked with bringing about these changes, the future is based on overhauling operational processes while introducing uniform practices across dealer networks. OneDealer is the answer: as a holistic management system, OneDealer digitalises sales and aftersales for dealer networks and introduces a standardised approach to automotive retail. From streamlining workflows and providing centralised access to data, SEO-optimised websites and campaigns, OneDealer is a multifaceted tool that yields benefits for all players in a dealer network. Accessible from any device, anywhere, it combines cloud technology with low maintenance costs, making it both a product of the digital transformation and a driving force behind it.



Opportunity to reduce costs, minimise their inventories, optimise service delivery and manage risks“



02

Synchronised Digital Sales & Aftersales Workflows for Dealer Networks

OneDealer creates an omnichannel experience across dealer networks. Designed for use primarily at the national level, the management system has a trickle-down effect: any new configuration or innovation introduced to the master sales or aftersales workflow will immediately be made available to all dealers in a network, thereby improving efficiency and streamlining operations. There is no need to scale up, create roadmaps for a wider release or find ways to combine dealer-specific strategies – the entire process is standardised.



With OneDealer, dealer networks are given the tools they need to turn their aftersales strategies into lucrative sources of profit“

What's more, it is simple to connect OneDealer to existing backbone systems used by OEMs and importers to create a seamless purchasing experience that bridges both online and offline elements – this is especially convenient given that some consumers prefer to buy cars from OEMs. This also paves the way for introducing standardised processes from OEMs to dealer networks, as all dealers can immediately see the recommendations (e.g. specific servicing arrangements, instructions on how to pursue leads, etc.) and implement them accordingly.

Meanwhile, full synchronisation between the sales and aftersales teams throughout the network ensures that all relevant data is always at hand. This provides excellent added value during the customer journey and ensures that no leads, opportunities or existing clients are overlooked. Take, for example, an importer that has designed a quarterly campaign revolving around a service reminder tool which automatically updates customers about important maintenance intervals for their vehicle. This campaign can be rolled out on a decentralised basis by all of the individual dealers in the network. The added value for the importer lies in the fact that all aftersales leads generated by the campaign can be collected by the dealer network and pursued in due course. No leads are left untapped, campaign returns are maximised, and individual dealers and customers alike benefit from a smoother workflow.

It is important to note that dealer networks are set to experience a decline in aftersales revenue over the next decade due to the quality of cars on the roads – leading to less worn or damaged parts and reduced demand for accessories that offer enhanced convenience and comfort (as they are already equipped). This makes it all the more important to restructure existing aftersales formats so that aftersales teams can seize profit-making opportunities when they do arise. Print brochures, uninformed staff and a lack of upselling need to be eliminated, while dealership aftersales teams require the means to upsell accessories, replacement parts, used or nearly-new vehicles and other elements. With OneDealer, dealer networks are given the tools they need to turn their aftersales strategies into lucrative sources of profit. They can, for example, set up a service tracker tool (comparable to a delivery status page used by logistics firms) that allows the customer to enter a tracking number and see the status of the repairs to their vehicle in real time – this builds trust and reassurance, paving the way for the aftersales teams to perform at their best.



No leads are left untapped, campaign returns are maximised“



03

Benefits of Central Data Management

OneDealer stores all data in a single, centralised location in the cloud. The benefits of this type of system over separate local data architectures are myriad. For one, it improves the integrity of the data and reduces data redundancy, ensuring uniform customer profiles across the entire dealer network, as well as uninterrupted lead distribution and monitoring. This is especially essential for providing consistent service at the national level.



As soon as one dealer in the network signs the GDPR policy, all other dealers can access this policy and adapt it for their own use within moments“

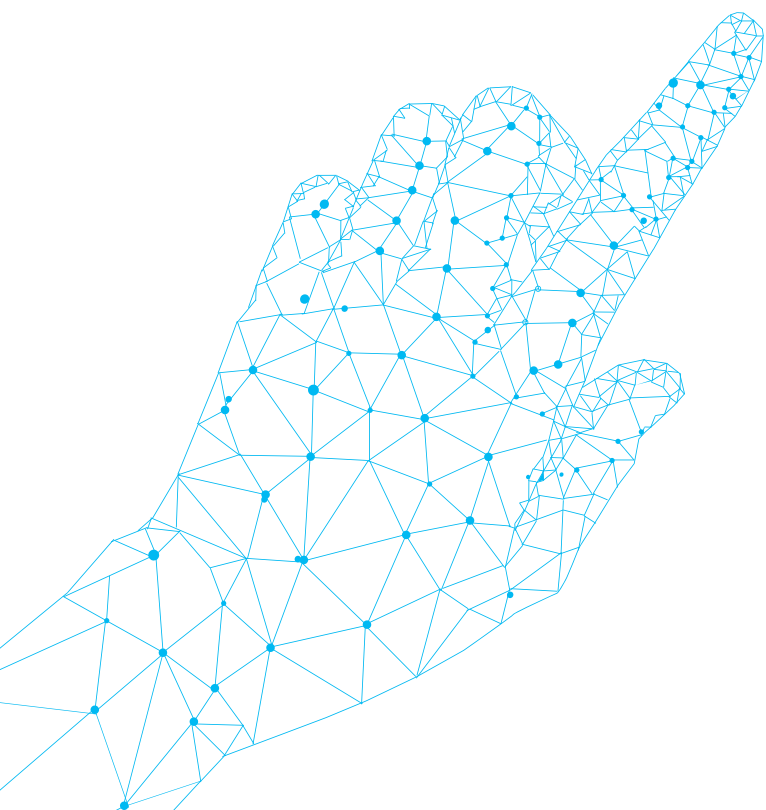
Centralised access to data also reduces the amount of time required by local teams to follow best practices, maintain importer and brand standards, and ensure legal compliance, leaving their hands free for more important matters. Take the General Data Protection Regulation (GDPR), which entered into force in 2018: the importer can establish GDPR consent mechanisms – specific, granular, opt-in, documented, easy-to-withdraw and so on – to which the individual dealers in the network must respond. As soon as one dealer in the network signs the GDPR policy, all other dealers can access this policy and adapt it for their own use within moments, thereby keeping admin time to a minimum. The importer can also perform periodic checks regarding GDPR compliance, which works to enhance the brand's reputation and trust among the customer base.

Likewise, a central management system allows sales and aftersales incentives to be published throughout the dealer network. With the ability to compare figures and performance, this drives competition between dealers and ensures that the workforce remains motivated to provide the best service for customers across all stages of the journey.

Finally, central data management offers real-time insight into availability of stock among importers and dealer networks – especially advantageous for aftersales teams whose core tasks involve the provision and upselling of replacement parts and accessories. An advanced configurator can be integrated into the network's digital sales workplace, through which models can be configured (equipment packages, add-ons, etc.) by the customer. As the inventories of the various importers and dealers are pooled, the desired add-ons can be sourced straight away, thus eliminating supply bottlenecks.



An advanced configurator can be integrated into the network's digital sales workplace, through which models can be configured (equipment packages, add-ons, etc.) by the customer“



04

Website Management and SEO

Every dealer has their own website, but the majority do not have the means to optimise it for SEO terminology or ensure the content is updated periodically. OneDealer takes care of website management in its entirety through the creation of website templates at national level, which can then be used by individual dealers. Like all other elements of OneDealer, the templates and SEO measures are managed centrally. This boosts the Google rankings of individual dealers, driving more traffic to the site and increasing lead generation.





Once this is done, it would be possible to roll out a standardised promotional banner for twenty-five dealers active in a specific national market that is automatically designed to be added to the template“

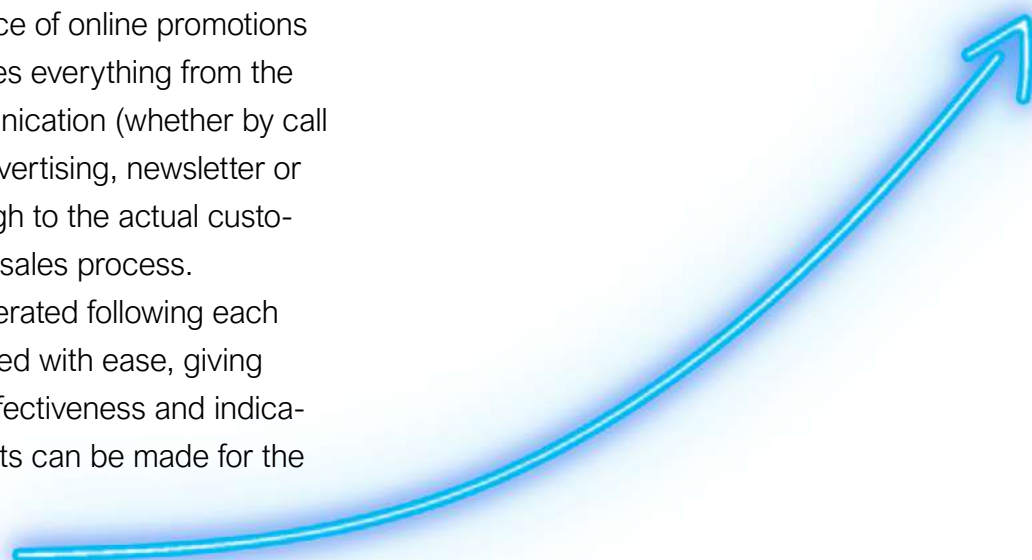
This feature plays into the wider sales and aftersales campaign management for a network, which takes place via a specific dashboard on the importer's side. Imagine that a website template is deployed among fifty dealers in an international network: once this is done, it would be possible to roll out a standardised promotional banner for twenty-five dealers active in a specific national market (an example of dealer-sensitive segmentation) that is automatically designed to be added to the template. There is no longer any need for every dealer to upload the banner individually or grapple with language or formatting issues. As for the importer, they can rest assured that the promotion will be launched properly. At the same time, the dealer still has the freedom to add dealer-specific content as required.

OneDealer also gives users the opportunity to observe the performance of online promotions in real time. This includes everything from the initial marketing communication (whether by call centre, social media advertising, newsletter or another channel) through to the actual customer purchase and aftersales process. The exact revenue generated following each promotion can be tracked with ease, giving insight into its overall effectiveness and indicating where improvements can be made for the future.

Of course, website management comes down to more than just promotions and SEO. With OneDealer, a dealer's website is transformed into a virtual showroom for both new and used vehicles. This function enables customers to check all available models, view prices, see add-ons and browse inventories with support from a dealer representative. Importers can provide virtual showrooms containing all models for their entire network, which translates to stronger lead generation, longer user sessions and higher conversion rates.



Importers can provide virtual showrooms containing all models for their entire network, which translates to stronger lead generation, longer user sessions and higher conversion rates“



05

Omnichannel campaign management

Customers expect an omnichannel buying experience despite their increasing tendency to purchase cars online. From digital channels such as email, SMS, WhatsApp, social media and Google searches to print materials and in-dealer communication, campaigns have to be tailored to each and every outlet while making sure customers are targeted in the right way. The fact is that traditional marketing tactics will no longer cut it, and failing to refine and upgrade digital material will only harm the brand with which it is associated. The problem? Actively managing campaigns across every channel and tweaking the content is a full-time job for an entire team – a luxury as far as dealer networks are concerned.



OneDealer omnichannel campaign management allows users to “set and forget”: the content is set up just once and is then dispatched based on the triggers selected by the campaign manager“

This is where OneDealer offers another key benefit: it allows all automotive sales and after-sales campaigns to be managed automatically from a central location, making omnichannel roll-outs more streamlined than ever. The automated element to OneDealer omnichannel campaign management allows users to “set and forget”: the content is set up just once and is then dispatched based on the triggers selected by the campaign manager. All communications are personalized, timely and relevant, thereby hugely increasing the chance of turning a lead into a customer.

What’s more, a pilot sales campaign that worked for one dealer across all channels can be implemented for every other dealer in the network – saving a huge amount of time refining a marketing approach. If, for example, a dealer in Mainz experienced significant traction with a series of lively WhatsApp marketing messages, these messages could be forwarded via OneDealer to the rest of the network, with the benefits being felt by all.



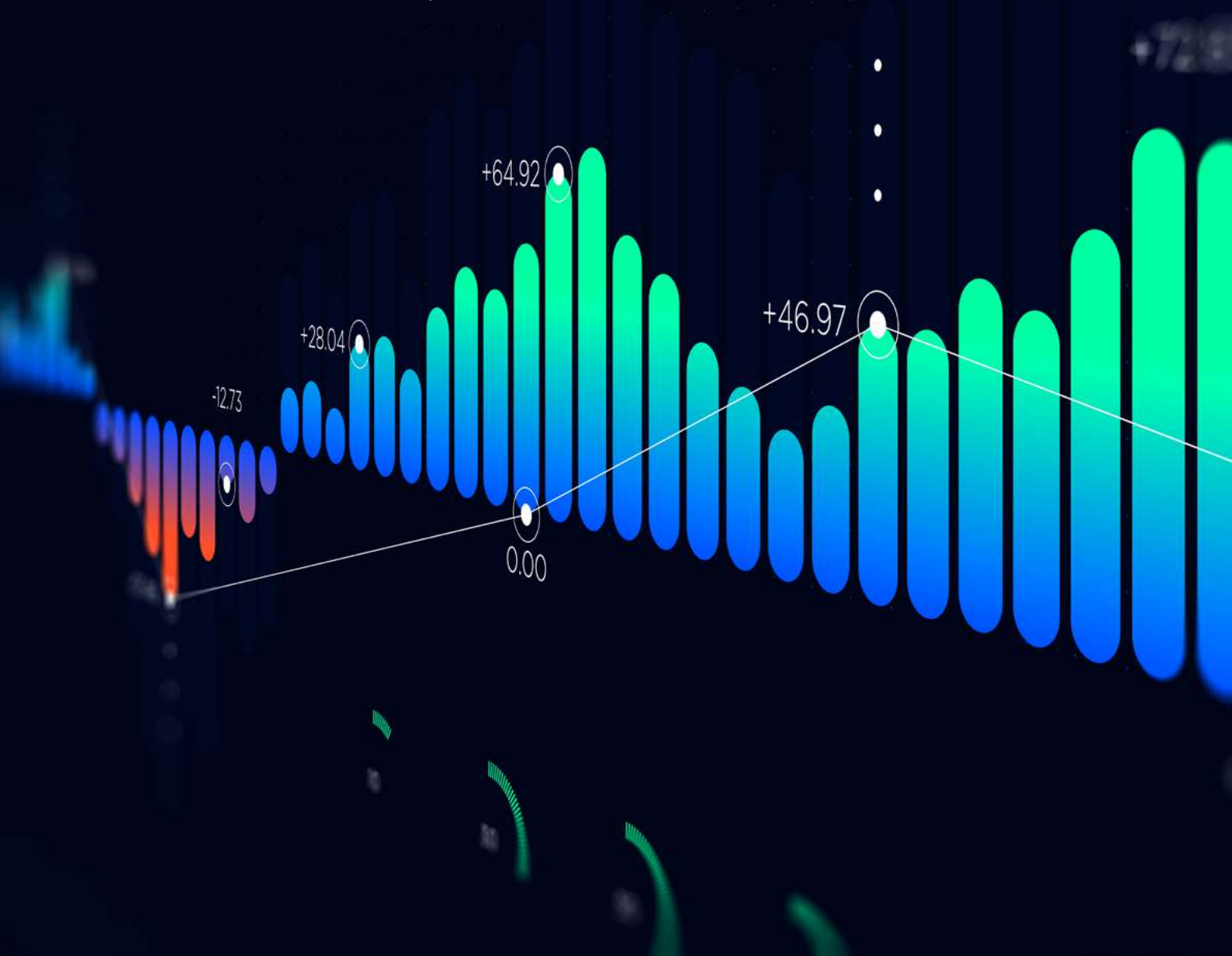
All communications are personalized, timely and relevant, thereby hugely increasing the chance of turning a lead into a customer“



06

Dealer Network Performance Monitoring

Like with campaign management monitoring, OneDealer allows for real-time analysis of sales data – reports, lead-to-closure and more – by importers across dealer networks. Analytics specialists such as digital transformation officers can consult statistics drawn from a central data pool that compare dealer network performance in order to gain a better idea of progress and areas for improvement.





It could show that dealer exactly where its shortcomings lie in the workflow – and how to rectify them“

The ability to compare dealers is essential for propagating best practices across a dealer network. OneDealer gives importers all the tools they need to do this, with the trickle-down nature of the management system enabling performance-enhancing measures to be rolled out at individual dealers with ease. The speed at which such changes can be implemented is a benefit in itself: if, for example, an importer uses OneDealer to identify a dealer within its network with an inefficient lead-to-closure, it could show that dealer exactly where its shortcomings lie in the workflow – and how to rectify them. The result: more completed customer journeys, stronger turnover and no more weak links in the chain.



The ability to compare dealers is essential for propagating best practices across a dealer network. OneDealer gives importers all the tools they need to do this“



07 Conclusion

Easy to set up and intuitive to use, OneDealer is a win-win for importers, dealer networks and national sales companies. Synchronising sales and aftersales workflows guarantees standardisation of processes and cooperation across all partners and paves the way for a consistent customer journey.



Central data management allows all users to access, compare and employ data as required, which minimises administrative work and ensures compliance with legal matters. Meanwhile, uniform website management paired with optimised SEO strategies raises the profile of individual dealers and stimulates lead generation and sales across the network. This is complemented by dealer network perfor-

mance monitoring, with real-time analysis of sales data across dealers promoting best practice adoption and adherence to OEM standards.

Find out how to integrate OneDealer into your setup today – get in touch with OneDealer International GmbH and begin your journey toward a digitalised future.



OneDealer is a win-win
for importers, dealer networks
and national sales companies.“



08 About Us

Based in Germany and with offices in Greece and Austria, OneDealer International GmbH was founded in 2015 with a clear mission: to help automotive retail businesses thrive in today's digital market.

The OneDealer Automotive Retail Platform helps dealerships of all sizes (including importers, distributors, and service & repair shops) manage their businesses much more efficiently by combining the opportunities offered by the online world with the tried-and-tested strengths of traditional dealership channels.

Trusted by leading global automotive brands worldwide, OneDealer consistently delivers success for customers on a rapid scale and within budget – as powered by innovative SAP technology.



Discover more

Contact info@oneddealer.com

Visit www.oneddealer.com

Follow     

Buy 

