



Drive Personalized Customer Journeys in Automotive Retail

1 Acquire new customers from quality leads

- Managing leads from multiple digital and physical channels in a single solution.
- Distributing and monitoring leads across your organization, including central marketing teams and dealers.
- Continuously measuring lead performance KPIs and adjust campaigns or follow-up where needed.
- Scaling your ability to handle more leads by using automated and intelligent customer journeys.



2 Close sales efficiently

- Enabling your sales teams to work on sales pipeline and follow-up with customers anytime, anywhere using web client or mobile app.
- Continuously monitoring sales pipeline KPIs and reducing risk of opportunities left behind.
- Empowering sales teams with intelligence and insights to offer the right products and services.

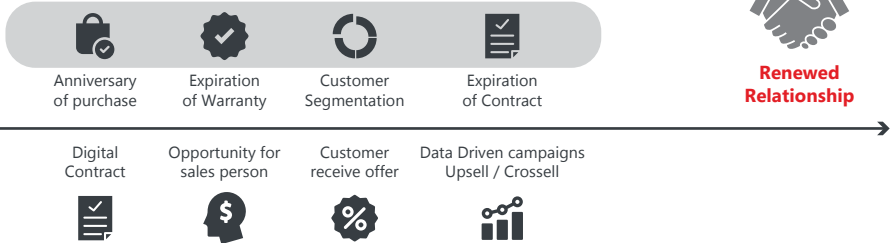
Sales Process + Delivery



3 Retain and grow your customer base

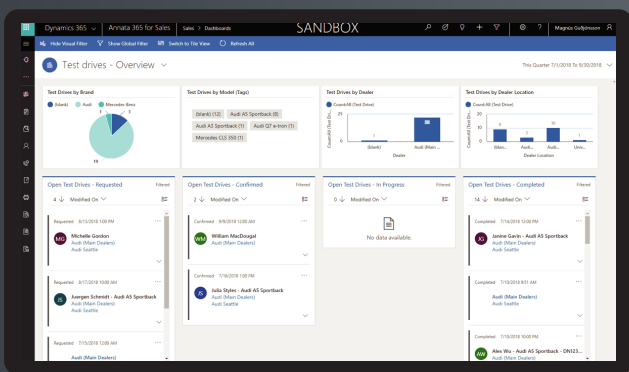
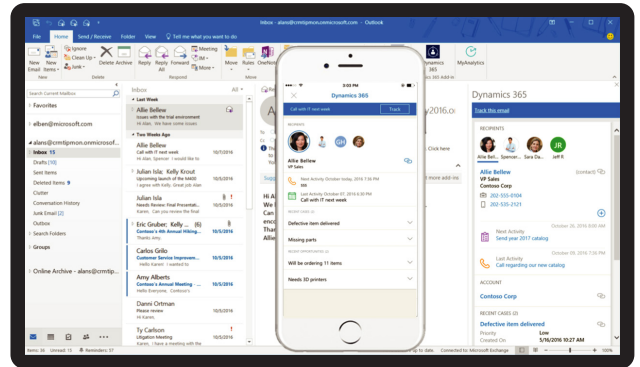
- Automatically building customer profiles with information from multiple touch points across marketing, sales and after-sales.
- Providing intelligent reminders and next best actions to sales teams for strategic moments in the customer lifecycle.
- Driving automated, data-driven campaigns to offer the right products or services at the right time.

3 After-Sales Engagements



Integration with Outlook

Dynamics 365 App for Outlook enables you to tap the power of Dynamics 365 in Outlook on the desktop, web, or phone. When Dynamics 365 App for Outlook is installed, you'll see a Dynamics 365 pane or window next to a selected Outlook email message or meeting. You can view information from Dynamics 365 about the email recipients. Or with a single click, link an Outlook email message or appointment to a specific Dynamics 365 record.

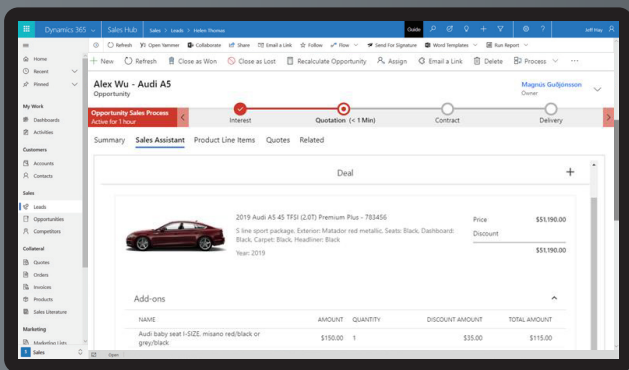
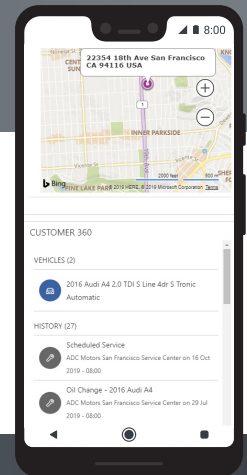


Business insights and analytics through interactive dashboards

Rich filtering options and drill-down capabilities provide business users with a level of self-service BI they can use in their day-to-day use of the system, empowering employees to take advantage of data for decision making and reducing need for requests to IT for creating reports.

Mobile App

Using the mobile app, employees can be empowered while on the go or spending time with customers away from their desk. This allows employees to carry out task-based processes and search for relevant information on a table device or using their mobile phone.



Tailored use interfaces and processes for automotive retail

Sales Processes are configurable and can be tailored to different types of opportunities, brands, devices or even dealerships/sites. The steps in the sales process provide support for sales people working on an opportunity and clarity for managers who want to know the health of their sales pipeline and if any opportunities need special attention.