

iSales

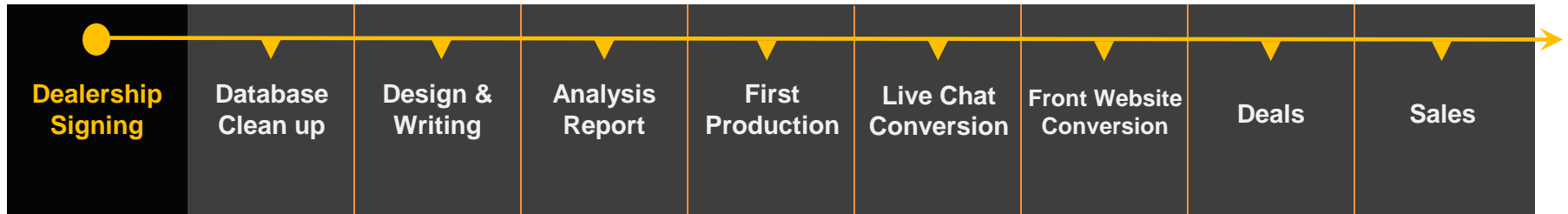
Lead to Deal Generation

Dealership All in One Prospect Conversion



PROGRAM CHRONOLOGY

Dealership Start-up Process.



Service Customer Process Map.





THE WRITTEN WORD

All written communications prepared for your clientele are meticulously crafted by our Design and Marketing Studio. We segment your customers according to their characteristics, preferences, habits and according to your specific business relationship, to personalize the content of each contact for a greater impact and a superior response rate.

Dispatch Options :



BY EMAIL

Send a personalized message that adapts to all devices with instant response capability.



BY TEXT

Send a personalized message that adapts to all devices with instant response capability.



BY PHONE

Send a personalized message that adapts to all devices with instant response capability.



BY LIVE CHAT/WHATSAPP

Send a personalized message that adapts to all devices with instant response capability.

CLIENT CONTACT CENTRE

CHOOSE A PERSONALIZED AND HUMAN APPROACH.

OUR DEDICATED AGENTS HAVE THE TOOLS TO OPTIMIZE YOUR FOLLOW-UP.

Ensure a stable and continuous follow-up of your clientele and avoid unforeseen events, scheduling conflicts, vacations and staff changes. Our call agents connect to your system in order to validate customer contact details and to view their history. They can also check workshop availability before booking an appointment.

- Our agents master the maintenance schedule and always suggest the ideal service.
- A quick communication procedure is established with the dealership in the case of grievances.
- A detailed monthly report of results is sent to the service manager (including customer feedback).
- We are open Monday to Friday from 7:30 am to 8:00 pm, 24/7 Live chat support.

A photograph of a call center environment. In the foreground, a woman with long brown hair, wearing a light blue denim shirt, is smiling and talking on a black mobile phone. In the background, two other women are visible, also wearing headsets and working at computers. The setting appears to be a modern office or call center with large windows in the background.

OPTIONAL CALL SERVICES

Customer satisfaction index, Internet lead followup, Inbound calls, Customer last chance strategy, Manufacturer recall appointments & many more...



STARTING THE PROGRAM

CREATING THE EXISTING CUSTOMERS DATABASE.

Our programmers must have access to the F&I program as well as the service department program in order to electronically retrieve:

- 6 years of information related to sales. We prepare the required reports, transform this data in order to adapt them to CUSTOMER **TARGET** and integrate individual clients according to the criteria established by our specialists and the dealership's team.
- 2 years of invoices. We graft the service history to sales customers and separate them into 2 categories: **Sales & Service assets** and **Sales only assets**.

We then proceed to a thorough cleaning of the database and its detailed analysis. Finally, we calculate the maintenance due date of active service customers, according to the recommended frequency.

START-UP STRATEGY.

Following the primary analysis of the database, we segment clients into 4 distinct categories:

1. **Current customers**
2. **Past due customers**
3. **Potentially lost customers** (last maintenance between 12 & 24 months)
4. **Customers with no maintenance since acquisition**

We prepare communications for each of the categories, adapted with the dealer. Categories 2, 3 and 4 will be a one-time effort to bring these customers back into the current customer category.

We then establish the production schedule while considering regular dealership traffic, to avoid overloading the service workshop.



iSales

OUR ONLINE PORTAL.

KEEP ALL YOUR INFORMATION, AT YOUR FINGERTIPS !

iSales is our easy-to-use tool that allows you to quickly analyze your data anytime, anywhere, autonomously and securely. Best of all, it's free of charge!



CONSULT ALL YOUR REPORTS



EASILY GENERATE YOUR OWN CUSTOMER LISTS



ACCESS THE VISUALS AND LISTS OF PREVIOUS SEND-OUTS



VIEW CUSTOMER STATISTICS BY CATEGORY



INSTANTLY UPDATE INFORMATION ON CUSTOMER FILES

OUR REPORTS

START!UP RESULTS REPORT.

TO START OFF ON THE RIGHT FOOT

We begin with a detailed report of the results of the start-up strategy, presented in dealership by a iSales representative, approximately 8 months after the start of the program.



- Percentage of success of each of the followed client categories
- Percentage of responses to emails/sms
- Percentage of responses to phone calls



- Generated revenue
- Generated revenue vs costs (R.O.I.)



- The source of all work orders including maintenance
- The current state of the database









THE QUARTERLY **REPORT.**

CONTINUOUS INPUT ON PERFORMANCE (YOURS & OURS)

We keep you updated with an electronic report prepared quarterly and hosted on the iSales portal.

-  **Analysis of the response to email reminders and letters**
Analysis of the response to phone calls
Statistics of the 20 most used operation codes since the last report
-  **Generated revenue following our e"orts**
Generated revenue vs costs (R.O.I.)
-  **Reasons for full deactivation of clients from the program since the last report**
Reasons for deactivating clients from service only (still active for sales) since the last report
-  **Overview of performed operations in the dealership's database since the last report: new registrations, deactivations, total number of valid emails, etc.**

THE ANNUAL REPORT.

A STRATEGIC MEETING

Every year, a iSales representative visits the dealership to present a detailed report, measuring the service department's performance during the last 12 months, in relation to 5 important pillars.

1 PIPELINE »

Graphical segmentation of all clients enrolled in the CUSTOMER TARGET program.

2 THE FIRST APPOINTMENT »

First important link in customer retention.

3 RETENTION »

Measures the ability of the institution to create a customer return.

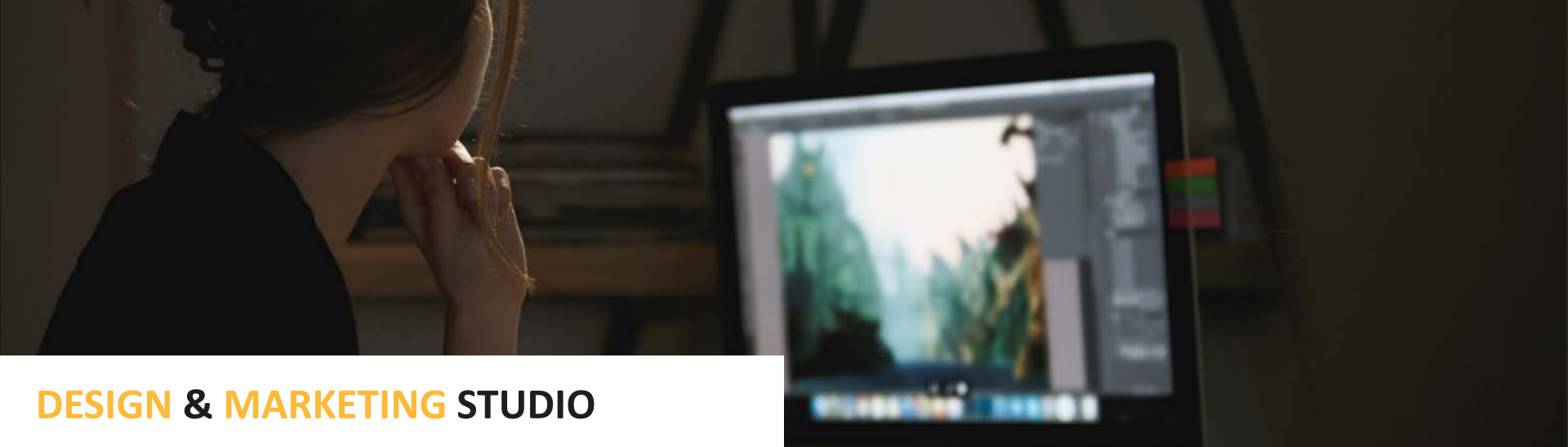
4 FREQUENCY OF VISITS »

This measure takes into account the manufacturer's maintenance schedule as well as the dealer's specific policy.

5 SALES PER CUSTOMER »

The result of all sales tools, the ability of technical advisors to recommend maintenance services and the work order that results from them.





DESIGN & MARKETING STUDIO

DO YOU HAVE A SPECIAL PROJECT IN MIND?

WE'VE GOT YOU COVERED!

In addition to maintaining your CUSTOMERTARGET communications, our designers are at your disposal for all your advertising, promotional and marketing needs. From concept development to the delivery of the turnkey project, they will surpass all your expectations.

- **Logos / Branding**
- **Business Cards / Stationery**
- **SMS / E-mailings**
- **Private Sales Events**
- **Printed / Electronic ads**
- **Special Events**
- **New model unveiling**
- **And much more...**



Members of the iSales program benefit from a reduced hourly rate.

IMPORTANT HIGHLIGHTS

iSales's offices are located in Quebec, **STAFF IS ACCESSIBLE** and move to meet you. There is no automated telephone system when you call iSales, you always talk to someone who can listen to your needs and act without delay.

iSales is first feeds itself with the sales customer base in order to better measure the service activity of all customers. We get **A REALISTIC PORTRAIT**.

Having sales information on hand, it is possible to establish **A VARIETY OF RENEWAL STRATEGIES** for the sales department.

A **COMMUNICATION CAN BE MODIFIED** (change of schedule, sta", etc.) at any time, up to 2 days before a planned production.

iSales ensures that **COMMUNICATIONS STAY CURRENT & RELEVANT**. We automatically modify them to conform with dealership & manufacturer brand images. We also make sure no customer receives the same message or offer twice.

All communications are **EXPEDITED FROM OUR OFFICES!**; there is therefore no manipulation necessary in dealership (with the exception of Thank You letters).

You can alternate the mailings between letter and postcard at any time in order to maintain a **DIVERSITY IN COMMUNICATIONS** for your clients.

You are only ever charged for clients with whom iSales communicates, so trying to make loyal a customer is **INEXPENSIVE**.

The program is **NEVER INTERRUPTED**, becoming a constant and effective effort to build customer loyalty.

COST ESTIMATE

Basic

\$500.00 Monthly

+ \$100 Per Sold Vehicle

Digital Retailing
Answering Calls
Outbound Calls
Lead To Appt Conversion
Call Screening & Forwarding
Call Overflow
Call Notes
Appointment Scheduling
Voicemail Box
Email Followup
Social Media
IVR Casting
Up-Selling and Cross-Selling
List Development and Sourcing
Customer Service
Special Announcements
Web-to-Chat
Acquisition and Sales
Back Office
Private Sales
Video Calls
Browser Share
Live Chat
SMS Texting
G Chat
Marketplace Messenger
Whatsapp Businesss
Sales CRM Management
Reception CRM Management
Service CRM Management
Sales Training
Performance Analytics
X
Answering Service [Business Hours]
X

Standard

\$1000.00 Monthly

+ \$100 Per Sold Vehicle

Digital Retailing
Answering Calls
Outbound Calls
Lead To Appt Conversion
Call Screening & Forwarding
Call Overflow
Call Notes
Appointment Scheduling
Voicemail Box
Email Followup
Social Media
IVR Casting
Up-Selling and Cross-Selling
List Development and Sourcing
Customer Service
Special Announcements
Web-to-Chat
Acquisition and Sales
Back Office
Private Sales
Video Calls
Browser Share
Live Chat
SMS Texting
G Chat
Marketplace Messenger
Whatsapp Businesss
Sales CRM Management
Reception CRM Management
Service CRM Management
Sales Training
Performance Analytics
Service Department
24/7 Answering Service
X

Premium

\$1500.00 Monthly

+ \$100 Per Sold Vehicle

Digital Retailing
Answering Calls
Outbound Calls
Lead To Appt Conversion
Call Screening & Forwarding
Call Overflow
Call Notes
Appointment Scheduling
Voicemail Box
Email Followup
Social Media
IVR Casting
Up-Selling and Cross-Selling
List Development and Sourcing
Customer Service
Special Announcements
Web-to-Chat
Acquisition and Sales
Back Office
Private Sales
Video Calls
Browser Share
Live Chat
SMS Texting
G Chat
Marketplace Messenger
Whatsapp Businesss
Sales CRM Management
Reception CRM Management
Service CRM Management
Sales Training
Performance Analytics
Service Department
24/7 Answering Service
Unlimited Private Sales

Advantages for your dealership

Instead of throwing away the (car industry average lead time in a CRM shows more than 15 minutes of response time) and (conversion ratio of 12.5% maximum ROI) equal to a minimum 35% lost opportunity, we provide you with Hot Appointments/ Pre-Sold Deals using our updated Ai all in one system (Sdrive) and live virtual car experts converting for your dealership from all conversion channels.

Our program is set to reduce your marketing and development cost.
dealership growth by redirecting your budget to effective traffic getting the best results. (hot appointments) (hot deals)

Book Your Consultation!

