



OneDealer Digital Sales Workplace



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Taking control of the car buyer journey

With the modern car buyer taking a complex journey towards their final purchase, automotive retailers need to be ready to maximize their impact during every digital and physical step of the process.

The OneDealer Digital Sales Workplace module is built from a deep understanding of the new generation of car buyers. It enables OEM's, importers and Dealer Groups and car dealership's sales teams to take a structured, holistic approach to the sales process and turn more enquiries into confirmed orders than ever before.

The Workflow Approach

Without any controls in place, there are numerous opportunities for the car buyer journey to fail. Digital Sales Workplace prevents this from happening by guiding leads down a workflow with strategic triggers along the way, enticing them to explore additional options, make informed decisions and, eventually, commit to the purchase. Workflows are tailored for new vehicles, used vehicles and fleet sales and fully customisable per car make, model and market segment. Sales staff navigate easily through the process, negating the need to invent the journey themselves. At the same time, automatic activity tracking and reporting abolishes the need to write boring visit documentation. Intuitive collaboration tools enable the sales team to work coherently, removing bureaucratic procedures and communication leaks and enabling management to intervene in real time when required

Benefits for the sales teams:

- Users are navigated through a simple sales process, negating the need to invent the journey themselves
- Sales agents can rely on software to do the heavy-lifting for documentation, giving them more time to deal with customers
- Collaboration tools enable the sales team to work coherently, removing bureaucratic procedures and constant phone calls
- Sales staff are still free to make their own decisions about when leads become opportunities

Zero Communications Leaks

A car buyer journey can only be contained and led to a sale if communication between the dealership and enquirer is fluid, fast and capable of keeping the customer informed along every step of the way.

Key Features

The OneDealer Digital Sales Workplace module facilitates brilliant communication with the following features:



Build in Analytics



Intuitive customizable workflows



Calendars that highlight upcoming appointments and tasks



Automated customer correspondence via SMS and email



Managers can easily monitor progress and collaborate with Sales



Open leads, opportunities and enquiries lists filtered by sales person, customer, brand or market segment

- Sales staff calendars that highlight upcoming appointments and tasks
- Automated customer correspondence via SMS and email
- Sales people availability view for managers
- Managers can easily monitor progress
- Appointment and test drive scheduling
- Office 365 Integration
- Open leads, opportunities and enquiries lists filtered by customer
- In-app collaboration
- Role-based access
- Management view of all leads and calendar activities.
- Built-in reporting
- Native integration with the Campaign Management module
- Compatible with New, Used and Fleet sales

Intuitive Dashboard

Quick search...

Company News
New E-class

Open Opportunities
This Month
€ 904,148
↑ 17% Last Month

Open Opportunities
This Year
€ 1,999K
↑ 100% Last Year

Won Opportunities
This Month
€ 284,090
↑ 73% Last Month

Won Opportunities
This Year
€ 1,350K
↑ 100% Last Year

My Tasks

- SMBSUMMIT2018 Orlando
- SMB Summit 2018 Barcelona
- Call customer
- Call customer
- Call customer

My Agenda

16 Monday April 2018

Time	Event
11:30-12:00	Initial Contact-Best AI
12:00-12:30	Initial Contact-Best AI
12:30-13:00	Initial Contact-Best AI
13:30-13:45	Offer F.U. Call-Duffner Steffen
17:00-17:15	Offer F.U. Call-Fischer Sebastian

Leads

Lead Group Name	Inquiry Source
Mahler Dirk - GLC 350 e 4MATI...	Campaign
Trouvas Harry - MERCEDES-BE...	Authorized Dealer
kons denkon - GLC 350 e 4MAT...	Campaign
Huber Franz - MERCEDES-BENZ...	Authorized Dealer

Opportunities by Model

Model	Amount
GLC 350 e 4MATIC 2017	42,500
GLC 350 e 4MATIC Coupe	61,832
GLE 500 e 4MATIC	61,832
C 350 e T-Modell	42,500
E 350 e Limousine	42,500
C 350 e Limousine	42,500
GLC 350 E 4MATIC	42,500

Opportunities

Lead Group Name	Inquiry Source	Vehicle Amount
Fischer Sebastian - ...	Authorized Dealer	42,500
Duffner Steffen - G...	Campaign	61,832
Best AI - GLC 350 e ...	Campaign	61,832
Mendes Anthony - ...	Authorized Dealer	42,500
Poli Nicola - MERCE...	Authorized Dealer	42,500

Opportunities

Sales Workflow

Opportunities

Active Opportunity

Found 88 entries

Is Active Yes

Stage	Amount	Count
Sales Initiation	1,633,002.80 €	(33 entries)
Test Drive	2,475,364.70 €	(50 entries)
Order	42,500.00 €	(1 entries)
Deliver Vehicle	109,186.70 €	(2 entries)

Name	Vehicle	Amount	Created	Updated	Next Activity	Status
Marcos Agustin	GLC 350 E 4MATIC	57,326.70 €	16/05/2018 16:13	16/05/2018 16:13	16/05/2018 13:30	Questionnaire not completed
Best AI	GLC 350 e 4MATIC Coupe	61,831.70 €	16/05/2018 15:35	16/05/2018 15:47	17/05/2018 07:00	Questionnaire not completed
Duffner Steffen	Brand B-233 4MATIC 2017	42,500.00 €	18/04/2018 21:37	18/04/2018 23:16	19/04/2018 06:30	Questionnaire not completed
Leinauer Werner	GLC 350 E 4MATIC	55,601.70 €	09/05/2018 09:20	09/05/2018 09:35	17/05/2018 06:00	Questionnaire not completed
Best AI	Brand B-233 4MATIC 2017	42,500.00 €				
Best AI	GLC 350 e 4MATIC Coupe	61,831.70 €				
Καρέλιας Γιάννης	C 350 e Limousine	53,585.00 €				

Vehicle Brand B-234

John Smith

0049 123456789

Overview | **Activities** | Vehicles | Related | Collaboration | Details

Order Appointment Call for Vehicle Brand B-234

19 Apr 2018, 09:30

Sales Initiation → Order

Planned: Order Appointment Call for Vehicle Brand B-234

Execute

Choose result: Select next action

Next Activity

Start next activity

Duration

Invite

Location

Why Choose Digital Sales Workplace?

The team behind OneDealer understands the modern car buyer's journey, and that understanding is woven in to the fabric of the OneDealer Digital Sales Workplace module.

Car dealerships should be in full control of enquiries, with sales staff guided through automated processes that know when to hand over the reins. Equally, managers should be able to take a holistic, bird's eye view of the entire sales process. Now, they can. OneDealer Digital Sales Workplace will transform your dealership's sales operations.

The Technology

Built on cutting-edge SAP technology, the Digital Sales Workplace module benefits from a technical infrastructure that can effortlessly scale and meet the demands of modern car dealerships by providing blistering speed and rock-solid reliability.

The user interface and multi-device compatibility of OneDealer enables sales staff to operate an enterprise-level application without the need for costly training. Available via secure cloud, OneDealer Digital Sales Workplace will effortlessly slot into any car dealership's existing infrastructure.

Discover More at:

www.onedealet.com

Germany

Wallerseimer Weg 50-58, 56070 Koblenz

Greece

44 Kifissias Ave. Marousi 15125 Athens

Tablet-ready



The OneDealer Digital Sales Workplace module is fully compatible with tablets, enabling sales teams to be free from desk-based enquiries. Potential customers can be guided through the sales process,

no matter where they happen to reside in the showroom. A truly mobile, portable sales tool which frees dealerships of desktop-only system constraints.

Key Benefits

- **Maximize sales teams efficiency:** No more communication leaks. Sales staff work faster and smarter, thanks to a connected, workflow-based enquiry process. Response time to leads are subsequently reduced, and management can monitor sales progress in real-time and collaborate instantly with staff.
- **Boost customer satisfaction:** Customers receive timely emails, SMS messages and a personalised microsite relating to their enquiry, while maintaining a clear view of the offer on the table.
- **Staff engagement:** Painless navigation through a structured sales processes, auto-generated documentation and instant collaboration are delivered via an intuitive and tablet-ready web interface.
- **Fully customizable:** Management can define & customise standardized workflows, with manual and automated steps, to fit any vehicle make, market segment, source/channel or customer group.
- **Cutting-edge technology:** Digital Sales Workplace is built on SAP technology which delivers blistering speed and rock-solid reliability while scaling effortlessly. Available via secure cloud.

OneDealer is part of Real Consulting Group: a leading SAP and Microsoft Solution Provider with long lasting Automotive experience. RC Group helps customers to adopt innovative solutions to thrive in today highly competitive economy. Key reasons for the Group's success are the 250+ senior consultants and developers with their extensive Industry experience matured over 14 years of operations and constant success in international markets. Real Consulting is SAP Platinum Partner and member of United VARs: a global organization, partner of SAP, specialized in delivering IT innovation and best in class consulting services.

