Empowering Automotive Businesses to Build Outstanding Customer Experiences

In the present age of technological advancement, buyers are increasingly turning to digital channels to research and review products. The importance of considering the different ways buyers may want to engage with the intent of purchase weighs heavily on companies in the automotive industry. **Annata 365 Sales** supports multiple brands and locations with capabilities tailored to industry-specific business processes, data models and functionalities for sales and marketing teams working in the automotive industry.

Seamless Sales Operations From Start To End

Lead management

- The process of following up with new prospects can be efficiently monitored and managed from multiple digital and physical channels via a single solution.

- Assign leads to proper teams or salespeople and link them to marketing automation for professional, timely communications.

- Once a lead is qualified as an opportunity, the potential sale can be tracked through a sales process to completion.

Test drives

- The solution has powerful test drive capabilities that empower salespeople to deliver consistent and coordinated test drive experiences to their current and potential buyers.

- Easily organize customer bookings on test drive vehicles as both management of leads and opportunities are connected to the test drive process to maximize the productivity of the sales team.

- Minimize customer cancellations with the solution's capability to trigger automatic workflows including assignment of test drives, reminders to customers and customer satisfaction surveys.

Deal management

- Maximize sales effectiveness by selling vehicles and add-ons and managing trade-ins and financing contracts between the dealership and customers with the solution's deal management capabilities.

- The solution conveniently provides an overview of all cost and revenue information including total margins.

- Save time by sending deals as quotes to your customers for negotiations, revisions and approvals.

Sales closing

- Estimate the value and closing dates of opportunities to provide a sales pipeline forecast and increase the likelihood of reaching your revenue goals.

- Enable your sales team to work on sales pipeline and follow-up on buyers anytime, anywhere using a web client or mobile app.

- Continuously monitor sales pipeline KPIs and reduce risk of opportunities left behind.

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Pre-delivery and trade-in inspections

- The Annata 365 Sales has built-in support for inspections and reviews required throughout the sales process.

- Smoothly integrated into the Annata 365 Sales app, Annata's simple inspections app drives digital transformation of inspections processes in the automotive industry, thereby improving productivity and reducing cost.
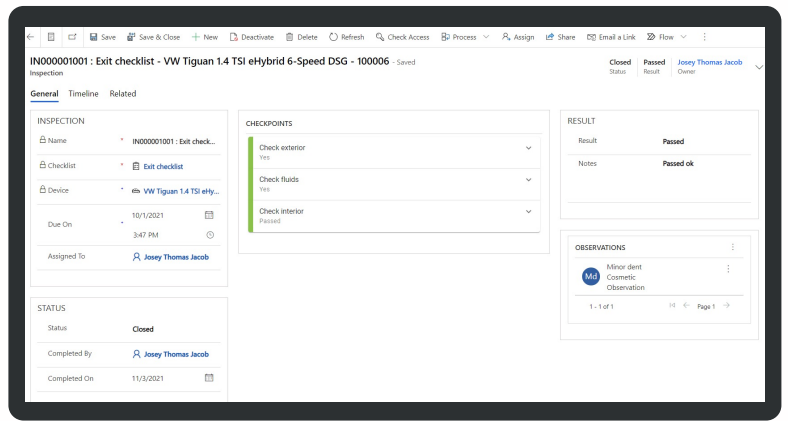
Business insights and analytics through interactive dashboards

Dashboards provide an overview and tracking of processes at different levels in the organization. Rich filtering options and drill-down capabilities provide business users with a level of self-service business intelligence they can harness in their day-to-day use of the system. This empowers employees to take advantage of data for decision making and reduces the need for requests to IT for creation of reports.

Tablet and mobile app

Conveniently carry out different tasks on-the-go such as add new customer information, customer search, handle pick-up and return of test drives, and many more.
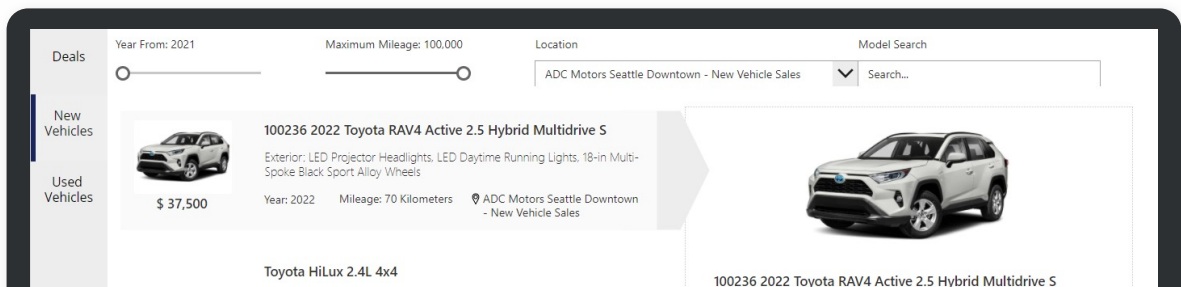
Easy Management Of Inventory

Price and product management

- Manage prices for automotive vehicles and add-ons such as accessories, services, warranties or insurance.

- Prices can be set directly for individual vehicles, which helps in situations such as used vehicle sales or trade-in processes.

Sales assistant

- The sales assistant functionality enables the sales team to conveniently browse through your inventory of vehicles.

- A branding hierarchy based on the opportunities you have is used as a predefined filter.

- Filters can also be easily and quickly modified through the filtering icon.

For more information, visit :
http://www.annata.net/solutions/sales-crm/

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