



Adapting to new automotive distribution market trends





New trends within the automotive distribution market

■ Customer Behavior

Customers are demanding

Your customers are perfectly aware of their value and their power. They know that the different car brands want their business and want them as their customers. They also know their rights and don't hesitate to claim them. They demand more and more from their suppliers and expect their questions to be answered quickly and accurately. This demanding kind of behavior is typical both before and after the sale.

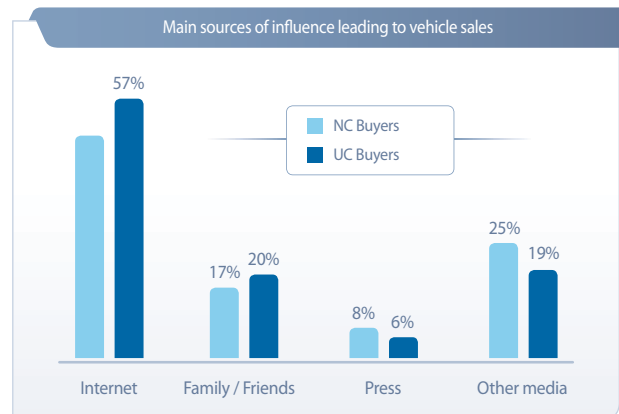
Customers are well informed

80% of customers who visit dealerships have already done some research using the Internet. Manufacturer Websites, comparison Websites, forums, specialized Websites, buyers' guides: a phenomenal amount of information is available and buyers can quickly become experts, who sometimes know more than the sales reps themselves.



Customers negotiate

The economic crisis has brought about a price war which doesn't seem to be settling. The direct result is that manufacturer margins are cut, as well as distributors'. In order to get out of this vicious circle, it is necessary to prepare different arguments and reposition choices according to quality and service criteria. Good quality commercial relationships are more important than ever as far as convincing the customer is concerned.



Customers are on the Web

With millions of people now subscribing to Internet, and more than half of Internet consumers connecting at least once per day, today's customers can be considered as being active Internet users who are used to second generation Web technology. In order to retain a professional image, automobile distributors therefore need to propose a dynamic, interactive and well-referenced Website.

Customers are proactive consumers

Internet is a place for broadcasting information, and also for expressing and exchanging points of view. Opinions and scores given on products and brands, testimonials and requests for advice via forums and social networks, all have a direct influence on the customer's purchase decision.

Customers can be temperamental

Customer loyalty is increasingly difficult to gain. Customers have no scruples about changing suppliers. They are above all attracted by good deals and their curiosity leads them to test new distribution methods.

Automobile distributors are therefore well advised to make themselves stand out from the competition by providing impeccable customer service. Dealers should also implement a regular, personalized communication strategy in order to maintain the relationship.

■ Development of the automobile sector

An increasingly complex offer

Vehicles with shorter life cycles, a larger range, use of new types of energy and numerous personalization possibilities... all factors which make the offer more and more complicated to handle and to present to the customer.

Furthermore, today's vehicles include more and more hi-tech options. These new features mean more choice criteria for the customer and do not simplify the sales rep's task.

Reduced margins

As a result of promotions intended to boost orders and the penetration of « low cost » vehicles, margins on new cars have been cut considerably. This has a direct impact on dealers who need to sell more and develop services. In order to do so, better customer follow-up over the long term, personalized communication tools and high-performance campaigns, are needed.

Another key point: the implementation of tools to keep close track of achievements and margins. Real-time business indicators help make distributors more aware of profitability related to different actions, meaning they can be immediately reactive.

Reduced after sales activity

The reduction in the number of vehicle check-ups imposed by the manufacturer had already initiated the trend. As a result of the economic crisis and the increase in petrol prices, consumers have resorted to more economical vehicles and have got into the habit of using their vehicles less. Recent years have also seen an increase in "Do It Yourself": more and more car owners are taking on their vehicle repairs and maintenance, even on more technical jobs. As a result, for the last 5 years the number of workshop visits has been falling.

In order to maintain high-level service activity, distributors need to use all means necessary to secure customer loyalty, remind them of the important dates for their vehicle's upkeep and develop high quality customer service.



■ Developments in distribution channels

« Multi-branding » is developing

The trends set out above encourage the creation of groups representing several car brands and located at different sites. In order to rebuild a joint vision of the customer base, develop internal synergies and reduce costs, dealers tend to unify their IT systems by deploying the same computer-based tools to all of their companies and sites.

An obligation : Maintaining contact with the customer is mandatory

In order to win over new customers or retain the loyalty of existing customers it is now, more than ever, crucially important to have the means to initiate and maintain regular and pertinent contact with them. Hence dealers' increasing interest in interactive websites, accessible via « smartphone », CRM applications which automatically trigger requests according to the customer's profile, or customer loyalty programs.

The shift towards a centralized infrastructure

Given the progress made in information technology and the increasing importance of data security, it is now possible to centralize applications on one single platform in order to reduce acquisition and operating costs.

➔ **The market is changing,
players need to adapt ...**



Strategic areas of improvement



■ In order to meet these new challenges, 4 lines of improvement can be defined

Optimize business performance

In response to new customer behaviour trends and in order to withstand competition, two main priorities can help you jump-start your sales.

- **Get an increased number of opportunities into your commercial portfolio in order to close more deals**
In order to do so, a targeted marketing programme should be implemented in order to:
 - Maintain customer loyalty by proposing regular services which meet their needs,
 - Generate new enquiries,
 - Create more visits to your website and showroom.
- **Increase your team's conversion rate**

By adopting a more professional sales approach at each stage of the sales cycle and each time your customer comes by, you can be sure that no opportunities are missed.

1

Increase profitability

In order to continue making strategic investments: new dealer sites, new brands, internal performance management... you need to make profit.

Profit can be generated through increased productivity: better UC / NC and parts stock rotation, improved workshop productivity, reduced administrative workload, greater internal cooperation...

Hence the interest of using tools aimed at sharing information and ensuring that processes between different departments and dealer sites, run smoothly.

Gains in profitability can also be obtained by streamlining operating costs by exploring alternative avenues such as: task performance control and lowering ownership costs by having applications hosted on a centralized platform.

2

Develop a high-quality image

The best source of customer loyalty remains quality perceived by customers each time they are in contact with your teams.

A high-quality image will also help you win deals.

Welcome your customers like VIPs : gaining instant access to their profiles and knowing what their customer background is, will strengthen their trust in you.

Maintain a close relationship by regularly providing information that corresponds to their customer profile and answer quickly and without fault when they request help or information.

3

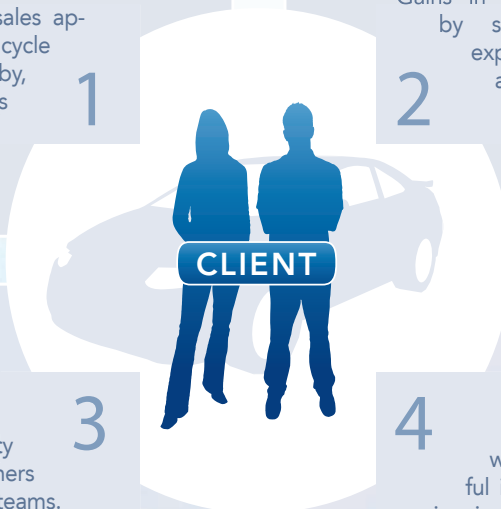
Transform your data

The different information registered in your IT systems (DMS, CRM, websites) becomes more meaningful if it is correctly analyzed. After-sales invoices, for example, represent a wealth of relatively unexploited information, just waiting to be analyzed.

Your systems also contain information about the customer: his vehicle mileage, how often and why he visits your dealership, offers made to him and invoice values, where he works ...

Used, New and Demo vehicles, as well as Parts stock information is kept up to date as well as stock movements and rotation information. Your system must allow you to use data and manage actions required to achieve your objectives.

4





DATAFIRST's response

■ Designed by an automotive distribution specialist

DATAFIRST has been developing and deploying innovative management solutions designed for automobile dealers since 1985. Our specialists are domain experts with in-depth knowledge of the dealer's business activity, including how to incorporate their work patterns in our solutions.

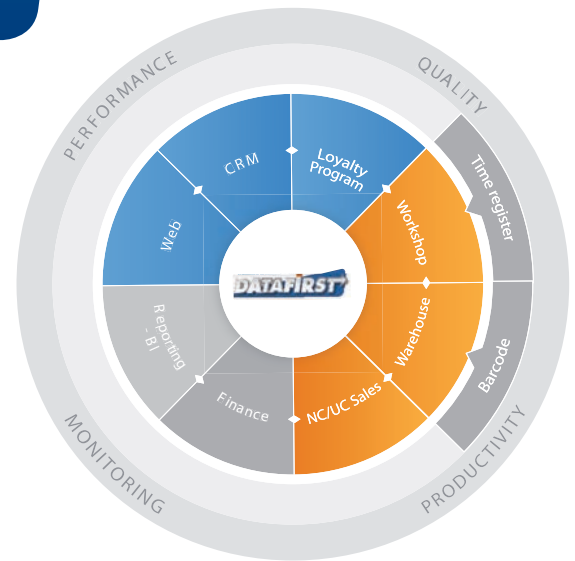
DATAFIRST has carved out a leadership position due to our ability to swiftly take market developments into account, and extend our product range in order to meet market requirements.

A full and modular product range

DMS, CRM, Websites, BI, Accounting: DATAFIRST's product offering includes all those applications required to make up your IT system. The different components are nonetheless designed to be installed separately and gradually.

Scalable multi solutions

DATAFIRST's solutions are designed to adapt to your organization and take into account: your different companies, your numerous sites as well as the various brands you sell.



Open and interactive

Our offer is based on market communication standards. A wide range of interfaces with manufacturer or third party systems are available, hence enabling you to provide more relevant and responsive services.

Innovative and cutting-edge

Choosing our solutions gives you access to all the benefits the latest technology has to offer:

- Roaming access through the Internet and latest generation telephones and Tablet PCs,
- Secure application hosting via Cloud Computing,
- Increased possibilities for analysis, using Business Intelligence.



BI



DMS



CRM



Internet

Microsoft Partner
Gold Independent Software Vendor (ISV)
Silver Business Intelligence
Silver Data Platform



DATAFIRST's response

■ High-quality service

Our specialists on hand

Installing turnkey solutions requires the expert knowledge of specialists of different disciplines in various fields.

According to your specific requirements, we will put together a team made up of IT technicians, program developers, qualified IT instructors, specialized consultants (Finance, NC/UC, After Sales, CRM, Web).



Throughout your system's life cycle

We are by your side starting with the definition of your requirements in order to design the optimum configuration and the installation schedule.

We then install your turnkey system as per the following project stages:

- Equipment installation
- Configuration
- On-site, off-site training or e-learning
- Start-up support

Subsequent software updates can be installed remotely.

We then identify with you the best way to achieve your system's full potential in subsequent years.



Certified methodology

We deliver services according to a proven methodology based on many years' practical experience and in line with DATAFIRST's Quality policy, which is certified by the French standardization authority, AFNOR.



CRM



BI



DMS

Internet















■ International presence

With a dedicated workforce of 130 employees, DATAFIRST, whose headquarters are based in Lyon, maintains an active global presence with several tens of thousands of users throughout Europe. In order to broaden its service offering, DATAFIRST has forged alliances with local partners specialized in the automotive distribution field.

These partnerships are designed to improve the service we offer to the end customer: product localization, integration with local accounting applications, product training, installation and technical support. This ensures our customers have access to personalized local services in their native languages.



► OUR GLOBAL PRESENCE

-  PORTUGAL
-  SPAIN
-  FRANCE
-  BELGIUM
-  ITALY
-  POLAND
-  ROMANIA
-  BULGARIA
-  TURKEY
-  ANGOLA
-  MADAGASCAR
-  VIETNAM



■ Close manufacturer relationships

DATAFIRST develops and deploys complete management solutions for the automotive industry used by dealers and dealer groups as well as leading auto manufacturers worldwide including BMW, MINI, Chevrolet, Fiat Alfa Romeo Ferrari Lancia Fiat professional Jeep, Ford, Honda, Hyundai Kia, Jaguar land Rover, Mazda, Mitsubishi, Opel Vauxhall, Peugeot Citroën, Renault Nissan Dacia, Saab, Subaru, Suzuki, Toyota, Volvo, Volkswagen Audi Skoda Seat Volkswagen Utilitaires.

Our solutions are designed to integrate each brands' work processes and establish real-time communication with their IT systems via interfaces, thus ensuring the quality of information in accordance with individual manufacturer policies.





DATAFIRST S.A.S
117 rue Bataille
69372 LYON cedex 08
France



www.datafirst.fr

Flash the code >>>



DATAFIRST at your disposal

Monday to Thursday from 8am to 12pm and from 2pm to 6pm CET
And Friday from 8am to 12pm and from 2pm to 5pm CET



+33 (0)4 78 78 11 00



contact@datafirst.fr