

Customer Relationship Management for Automotive

Boost Your Sales. Exceed Customer Expectations.

incadea.crm is a customer relationship management solution designed specifically to meet the needs of the automotive business. Based on the intuitive Microsoft Dynamics CRM platform, incadea.crm enables OEM national sales companies (NSC), auto importers and large dealer groups to streamline lead and pipeline management, efficiently execute targeted campaigns and track their performance, measure and improve customer satisfaction.

■ Solution Highlights

- Unique orientation of the workflows not only at the customer but also at the vehicle lifecycle
- Centralized customer database, gathering data from multiple sources such as your dealer network and online channels
- Based on the open integration platform incadea.connect, enabling integration with third-party applications
- Building upon the strong capabilities of Microsoft Dynamics CRM, the solution also enables digital interaction with your customer through social media, SMS, email, landing pages and surveys
- Out-of-the-box integration with incadea DMS and other Cox Automotive solutions



Increase sales



Improve
customer loyalty



Reduce
qualification time



Increase
campaign ROI

Product Capabilities

Contact Management

Acquire a 360-degree view of the customer throughout the customer journey, allowing for a personalized approach at each touch point.

- Unique combination of the customer and vehicle dimensions
- Collect contact and vehicle data from all available sources
- Improve deduplication and clean-up processes
- Collect contact history from connected sources
- Improved customer insights

Lead & Pipeline Management

Build a complete list of unique leads from different sources (website, campaigns etc.) to distribute to retailers and monitor execution.

- Import leads through any channel: website, social media, third party
- Never lose a customer request
- Setup lead prequalification and dealer allocation rules, ensuring that the right dealer gets the right lead
- Full visibility of the market pipeline

Marketing & Campaigns

Plan, execute, monitor digital and traditional campaigns and perform follow-up actions while ensuring consistency of content. Analyze results and effectiveness — all in one place.

- Precise segmentation, using any customer or vehicle details
- Setup recurring or ad-hoc campaigns
- Deliver the information to customers and prospects by using their preferred way of communication
- Check campaign performance by data delivery efficiency, response analysis and ROI (sales/pipeline analysis)

Customer Satisfaction

Plan and configure customer satisfaction surveys, including the landing page, with the help of a simple visual editor — no programming skills required! Track survey responses and measure campaign success.

- Surveys distribution to customers
- Creation of individual automated processes based on survey responses
- Measuring consumer repurchase, customer loyalty and campaign satisfaction
- Surveys history storage