

# OPTIMIZE SALES, SERVICE AND SATISFACTION WITH ORACLE DEALER MANAGEMENT



## KEY FEATURES

- Manage leads, configure vehicles, prepare quotes, submit invoice and process orders
- Capture customer, vehicle and service information
- Conduct marketing, sales, service and partner performance analysis

*The Oracle Dealer Management Solution helps OEMs and dealers collaborate more effectively with each other, plan more adaptively for sales and service, and respond more rapidly to ever-changing customer demands. Only Oracle Dealer Management applications are seamlessly integrated into an interoperable ERP system. Companies can quickly, easily, and reliably capture customer requirements, manage leads, develop targeted marketing campaigns, and facilitate sales and service operations. As a result, businesses grow revenues, improve service levels, increase customer satisfaction, and cut operating costs across multiple customer touch points, geographies, and segments.*

### Automotive Sales

The Oracle Automotive Sales application can be deployed by car companies to manage fleet and retail sales and can be deployed by dealers to manage showroom control and leads. In addition, Oracle Automotive Sales allows mobile field representatives to work in a disconnected mode from their corporate networks and still optimize the application.

Oracle Automotive Sales provides a fully integrated set of selling process support applications that enable car companies and dealers to close more business with customers and to improve customer satisfaction. It enables customers to:

- Create and aggregate sales leads from all sources including the Internet, showroom, call center, and third-party sources
- Configure vehicles and prepare quotes, presentations, and proposals
- Search vehicle inventory and allocate a selected vehicle to a quote
- Provide management insight into aggregate and detail views of sales opportunities and pipeline progress to aid in coaching and process improvement

### Automotive Service

The Oracle Automotive Service application is designed to support car company and dealership service professionals who capture and resolve customer-reported problems. The application utilizes a number of tools that an agent can use to solve a customer problem in a single interaction. In the event that a problem is not resolved immediately, Oracle Automotive Service can be used to automatically assign responsibility to the employee, dealer, or service center best suited to resolve the problem.

- Verifies warranty eligibility at the vehicle or component level when accepting the service request

- Provides customer service representatives with access to comprehensive customer histories, including vehicle detail, frequently asked questions, and solutions to enable efficient resolution, cross-selling, and up-selling
- Captures product issues and triggers corrective actions to improve product quality and customer satisfaction
- Provides customer satisfaction survey capabilities via the Web or through traditional mail and phone channels
- Automatically generates preventive maintenance service reminders for vehicles based on sensor readings or time intervals

### **Automotive Analytics**

Marketing managers at car companies and dealerships can utilize Oracle Business Analytics to get instant access to information from across the organization for strategic analysis and decision making. Oracle Business Analytics includes a pre-built, open e-business data warehouse that extracts data from Oracle E-Business Applications and non-Oracle systems sources out of the box, a library of packaged analysis applications for sales, marketing, and service, and powerful ad hoc query and reporting capabilities. Oracle Business Analytics gives managers the information they need to better understand their customers; assess the effectiveness and return on investment of campaigns across all channels; and analyze vehicle, service, and parts sales data.

### **Sales Analytics**

Sales managers at car companies and dealerships need the facts at their fingertips to confidently deliver sales forecasts, quickly pinpoint problems, and deploy resources most effectively. Oracle Sales Analytics allows them to analyze sales pipelines and evaluate the performance of the entire sales organization. Sales executives can identify trends regarding demand for models or option packages, lease expirations, customer demographics, product pricing, and incentives. This provides vital insights into the competitive landscape. Oracle Sales Analytics provides the entire sales organization, from senior management to the individual salesperson, with the information to optimize sales and maximize revenue.

### **Marketing Analytics**

Oracle Marketing Analytics enables car companies and dealerships to get maximum results from their marketing investments. It provides in-depth customer profiling information, allowing marketers to better understand their customers' preferences, buying behavior, and profitability. This ensures optimal targeting. For example, lease expiration data is combined with household demographics as the basis for highly targeted promotions. Oracle Marketing Analytics also empowers marketers to continually and in real time measure and improve the effectiveness of their multichannel marketing campaigns. It includes a marketing program scorecard that provides a complete, personalized view of results for active marketing programs,

from leads generated and conversion rates to campaign costs and return on investment. By providing up-to-the-moment results and proactive alerts, Oracle Marketing Analytics allows marketers to adjust their programs in real time instead of after the fact.

### **Service Analytics**

Service Analytics enables automotive organizations to optimize their multichannel service and customer interaction center operations. It provides in-depth insight regarding resource utilization, service activity, and resolution trends, as well as service revenue, service costs, and customer satisfaction. Oracle Service Analytics empowers the entire service organization by providing a complete, up-to-the-minute picture of customer activity and performance. This results in improved service levels, increased customer loyalty, and greater revenue opportunities.

### **Partner Analytics**

Partner Analytics provides partner managers with powerful insight into performance and effectiveness across the entire dealer network. Partner managers can more effectively allocate resources to maximize the impact of the dealer network. Oracle Partner Analytics also allows car companies to provide their dealers with access to actionable intelligence about their own performance. Additionally, Oracle Partner Analytics enables car companies to obtain more intelligence on customers who are buying through the dealer network. With prebuilt analytics based on best practice metrics, car companies and dealers can measure the effectiveness of collaborative sales, service, and marketing activities and optimize results across the entire automotive ecosystem.

### **Executive Analytics**

Business Analytics applications allow executives to monitor the state of the business through aggregated information dashboards. Through these dashboards, users can track the health of their department or company through consolidated analysis views. The views feature key performance metrics on all aspects of the organization, including marketing, sales, service, customers, and products. Dashboards can be organized across multiple dimensions including geography, product, and division. The data used to derive these e-business indicators can come from Oracle E-Business Applications or from ERP or legacy systems. For example, the marketing dashboard includes metrics that allow marketers to monitor program performance and include response rate, opportunities, and return on investment for all campaigns over time.

### **Partner Manager**

The car company partner managers (field sales and field service employees) use Automotive Partner Manager to manage dealer relationships. The application includes a comprehensive set of tools to effectively manage dealer relationships, increasing revenue and customer satisfaction.

- Managing Dealer Profile - A rich set of profile attributes is built into the

product to capture and track dealer information. In addition to general dealer information such as address, contacts, and size, the dealer profile includes attributes such as business description, expertise, operating markets, and products and services sold by the dealer. In addition, it captures and tracks critical information about relationships with dealers. Key partnership information such as partnership description, benefits of the partnership, joint growth strategies, and target markets are also captured.

- Assessing dealer operations - Allows partner managers to be cognizant of their dealers' operations regarding sales and service leads, inventory, customers, and prospects. This enables partner managers to assist their dealers in improving their operations.
- Collaborative forecasting - Enables car companies to collaborate with dealers throughout the forecasting process. As a result, car companies gain visibility into their dealer sales pipeline for improved opportunity management and higher accuracy in dealer revenue forecasting.
- Market development funds (MDFs) - Provides the ability for car companies and dealers to manage funds allocated for joint marketing activities. Oracle Automotive Partner Manager automates the process of creating and managing MDFs. Partner managers can set up specific funds and make them available to dealers. Dealers can submit requests against funds in which they are participants. Partner managers, in turn, can review and approve these requests. A fund checkbook that lists the amount spent and the remaining balance in each fund is also available.
- Performance measurement - Provides partner managers with a robust set of features for measuring the performance of dealers. Partner managers can define periodic performance objectives for each dealer and select metrics by which performance will be measured. These metrics are common across all partners, thereby enabling the car company to compare the historical performance of its partners. Prebuilt charts and reports summarize the partner 's performance information

### **eDealer**

The dealer employees use Oracle eDealer to receive leads and communications from the car company and also collaborate with the car company partner managers to manage leads and promotions. Oracle eDealer is built from the Oracle Partner Relationship Management product and enriched with the unique features of the relationship between car companies and dealers.

- Lead management - Oracle eDealer enables the capture and tracking of walk-in leads, Internet leads, and leads forwarded by the car companies. It also provides the ability to quickly pass leads to the opportunity management module.
- Literature and marketing materials management - Oracle eDealer provides content management functionality that simplifies the task of getting the right content to the right dealer at the right time. Dealers can access a searchable multimedia repository of all marketing collateral relevant to the organization,

including products, pricing, discount information, customer success stories, presentations, brochures, white papers, and datasheets.

- Joint marketing management - Oracle eDealer enables car companies to define campaigns, import and assign lists of contacts or prospects, and assign dealers to the campaign.
- Service management - Oracle eDealer enables car companies and dealers to provide effective customer support and service to customers. Dealers can log and track service requests on behalf of customers using Oracle eDealer. If the dealers cannot resolve the problem, they can send the service request to the car company, which can then assign it for resolution to the right person within the service organization. Alternatively, the car company can serve as the customer touch point and use Oracle eDealer to route customer service requests to dealers, who then provide service to end customers.
- Online self-service - Oracle eDealer provides online self-service and support for dealers. Oracle eDealer allows dealers to submit service requests for, which will then be routed to dealer support personnel within the car company. Dealers can receive self-service using a full suite of problem resolution tools, including full-text search, online instructions, and troubleshooting.

### Customer Order Management

Oracle Customer Order Management applications support the entire automotive selling process, including needs analysis, vehicle research and customer education, vehicle configuration, pricing, and online ordering. As a result, car companies and dealerships achieve higher customer acquisition and retention rates, expanded market coverage, increased channel and sales force effectiveness, and expanded distribution channels.

Deployed internally at a car company or dealership, Oracle Customer Order Management applications enable sales and service representatives to quickly present customers with complete product and service information and solutions. Customers receive better service as representatives can answer questions, develop proposals, or provide accurate customer-specific prices rapidly.

Deployed externally to customers via the Web, Oracle Customer Order Management applications empower retail customers by offering customer-centric features such as interactive online advice regarding vehicles, accessories, and service, as well as accessory catalogs, customized pricing, and vehicle configuration to support the entire selling process and maximize the value of every customer interaction.

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