



QMA/AMI Management LLC

Automotive Retail & Distribution Business Advisory Services

Challenges	Solutions / Experience
<p>OEM</p> <ul style="list-style-type: none"> ➤ Ability to distill best practices from various regions and facilitate implementation within different regional importers/distributors ➤ Necessity to connect demand (consumer) data with manufacturing / supplier planning processes / systems ("Build to Order") ➤ Maintain consistency of brand messages at retail level ➤ Retailers (uniformly) to not wish to permit access to customer data to manufacturer - (regulatory restriction varies by region) ➤ Importer data resides in numerous data pools providing minimal value to OEM ➤ Challenged to deliver measurement (ROI) of retail initiatives 	<ul style="list-style-type: none"> ➤ Process approach - detailed definition of retail operating processes developed with broad-base of key stakeholders ➤ Process aligned and implemented with international standards template to assure consistency ➤ Consistent process and data fields established for RDR, warranty, and call center, web contacts ➤ Importer, and retail franchise agreements aligned to leading process requirements ➤ Detailed business case developed in Phase 1 - parallel effort with definition of business requirements and selection of technology solutions / vendors ➤ Program charter drafted and presented to stakeholders in facilitated forum (including business case and economic models) ➤ Metrics established for distributors and dealers
<p>Importer / Distributor</p> <ul style="list-style-type: none"> ➤ Challenged to add value to both OEM and Dealerships supported ➤ Unable to measure (demonstrate effectiveness/value) of marketing initiatives ➤ Problems with campaign fulfillment, (undelivered mail, BDC missed contacts) ➤ Conflict with franchisees require efficient and accurate distribution of consumer requests into each dealership assigned AOR ➤ Difficult interface between distributor technology and DMS platforms in dealerships ➤ Middleware licensed by DMS providers to extract data limit fields that can be transferred to distributor ➤ Minimal input (inconsistent) for market forecast / planning ➤ Competition with 3rd party lead generators and other marketing entities to provide and manage leads transmitted to dealers, missing opportunities to 	<ul style="list-style-type: none"> ➤ Development of a customer life-cycle model that identifies all anticipated and potential touch-points during vehicle ownership, addressed multiple communications channels (dealership, call center, web) ➤ Business requirements, and tool selected that provided customer views and campaign analytics ➤ Build robust data model leveraging 3rd party data sources ➤ Identified and established to 3rd party data sources, to reduce initial dependency on DMS data ➤ Development of transitional model to migrate cleansed DMS data ➤ Development and implementation of dealership portal with integrated customer views. Campaign management tools ➤ Focus and partner with limited DMS vendors ➤ Expand RDR required data fields ➤ Consensus agreement to manage leads from 3rd party / OEM sources



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capture customer data, erosion of revenue opportunities (F&I, etc)	distribute via portal to assigned dealerships within assigned AOR
Dealerships	
<ul style="list-style-type: none"> ➤ Inefficient transaction processes (time / cost) ➤ Inability to consistently respond to customer requests in timely, accurate manner ➤ Resistance to process changes required in order to capture consumer transaction, contact information ➤ Customer and vehicle data files not relational - customer communications from same dealership, different departments not coordinated ➤ Most DMS platforms purge vehicle purchase transaction detail limiting historical purchase trend analysis ➤ Data entry processes, and accuracy substandard ➤ Lack data maintenance processes, inconsistent at best ➤ Dealership personnel turnover ➤ OEM, Importer CRM priorities do not align with dealer's priorities 	<ul style="list-style-type: none"> ➤ Process and Tool selection requires utilization in order to complete transactions ➤ Process and Ttools aligned with retailer best practices ➤ Dealer transaction captured and stored outside of current DMS ➤ 3rd party appending, VIN decoder, and rules based Configurator to preempt data entry errors ➤ Data maintenance processes established at distributor level as value added service, providing access to data (with certain limitations) ➤ Integration (as available with existing DMS) with dealership service scheduling, and lead management ➤ Metrics and reporting tools to demonstrate campaign effectiveness to dealers, separate log-ons, views by dealer, region, controlled by distributor ➤ Distributor supports campaign development in "field-consulting" role