

Everything You Need To Reach And Retain More Profitable Customers And Drive More Sales

DEALERSHIP AREA

Front Office
Sales and Service

ISSUES

Front-End Sales
Prospect and Customer Follow-up
Marketing Effectiveness

Managing customer relationships affects your entire dealership, from marketing to sales to service and back again. And because the Customer Relationship Management (CRM) process touches your entire dealership, it's crucial that your CRM solution do the same.

That's why the powerful tools included with **ADP w.e.b.CRM** are the clear choice for managing every customer interaction.

Generate More Sales And Service Opportunities And Increase Customer Satisfaction With Powerful CRM Solutions

- Close profit leaks by capturing leads and managing prospect follow-up
- Deliver higher returns on marketing dollars through highly efficient prospect and customer targeting
- Drive increased service visits with tools to execute and manage effective customer follow-up programs
- Improve customer service and CSI by making it easy for sales people to stay in touch with customers
- Boost productivity and increase employee accountability and performance by providing managers with robust sales performance tools and reporting

The screenshot displays the ADP w.e.b.CRM software interface. At the top, it shows the user is logged in as 'Sales Associate (sales)' on Wednesday, January 21, 2004, at 12:34 PM. The interface includes a navigation menu on the left with options like 'Home', 'My Tasks', 'My Service Appts', 'My Customers', 'Quick Search', 'My Leads', and 'Feedback'. The main area features a table with columns for Date, Name, Vehicle, Trade, Appl, Notes, Status, Location, Deal #, Road-To-Sale, and Salesperson Manager. Below the table, there are sections for 'My Goals' and 'Units Delivered' with progress bars and charts.

Date	Name	Vehicle	Trade	Appl	Notes	Status	Location	Deal #	Road-To-Sale	Salesperson Manager
01/06/04	Pangy, Pharis	2002 Mitsubishi	New	1638		ADPDemo	31328			Associate, Sales
12/03/03	Showroom	1990 Buick	Y							clearsale, stan
01/05/04	Bensinger, Susan C	2004 Volvo	New	40278		ADPDemo	31514			Associate, Sales
2:48PM	Showroom				Notes					
12/17/03	Krueger, Pat J	2003 Dodge	New	2061		ADPDemo	31224			Associate, Sales
12:00AM	FBI				Notes					
12/17/03	Swtech, Heather A	2003 Ford	New	2107		ADPDemo	30803			Associate, Sales
12:00AM	FBI				Notes					
11/04/03	Bray, Gary	2000 Hyundai	New	1198		ADPDemo	30752			Associate, Sales
12:00AM	FBI				Notes					

Full Customer View Screen: Instantly log a lead or understand Customer's complete vehicle and service history. Click on links to drill down for more information.

Powerful CRM Tools Included with ADP w.e.b.CRM

Lead Management: Consolidate Internet sales leads from all sources with this powerful Internet lead management tool

Business Development (BDC): Execute automated, systematic prospect and customer follow-up

Campaign Management: Execute target marketing campaigns for Service, Sales and Prospects. Schedule and track customer contact activity

Customer Management: Capture all leads and sales opportunities and manage sales person customer contact

Direct Marketing Services: Create and deliver high-impact marketing pieces automatically



Packages Designed For Your Specific Business Needs

ADP w.e.b.CRM provides you with package options to help your dealership reach its unique revenue and customer satisfaction goals.

PACKAGE	DESCRIPTION
w.e.b.CRM	ADP's flagship solution with powerful, fully-integrated modules are all you need to execute a coordinated CRM process at your dealership.
w.e.b.CRM Premier	Take CRM to the next level with onsite CRM consulting and a powerful data analysis tool. Includes all w.e.b.CRM modules plus Premier Strategic Consulting and Data Mining.
w.e.b.CRM Sales Management	Improving the ability to manage follow-up on qualified leads is the fastest route to more sales. w.e.b.CRM Sales Management is perfect for dealerships that are primarily focused on improving showroom prospect and customer follow-up. This package includes Lead Management, Business Development, and Customer Management w.e.b CRM modules.
w.e.b.CRM Target Marketing	Simple and effective solution for dealers who want to improve target marketing effectiveness. This package includes Campaign Management and Direct Mail Services help you create and send the right message to specific customers.

“With ADP w.e.b.CRM we now have the ability to manage every customer interaction from sales to service. It keeps every customer attached to our dealership and gives our salespeople immediate access to a customer’s history, purchases, service...it even lets a sales person know their customer has a car in for service that day.”

-Mike Ohlman, Controller
Grand Rapids, Michigan

Powerful Options to Enhance Your CRM Tools

Data Mining: Powerful data analysis tool helps you spot trends and make informed decisions.

Premier Strategic Consultants: Experts in CRM tools, process and target marketing helps you receive maximum benefit from your w.e.b.CRM investment.

Improve Customer Service and Operational Effectiveness with Integrated CRM Solution

ADP w.e.b.CRM seamlessly integrates not only with sales and service but also ADP's websites, phone systems, and data solutions. Customer data is just entered once and is then instantly available to all dealership departments.

With w.e.b.CRM your dealership will also have a complete and consistent view of all customer interactions and information making it easier for you to transact business and generate additional sales and service opportunities.

If you have any questions concerning w.e.b.CRM or any other Front Office solutions from ADP, please call us at (888) 424-6342 or visit us at DealerSuite.com.