

Business Challenges of Manufacturers

Achieving customer loyalty, improvement in customer experience and upgrading of business models

Dealer Network Challenges

1. Manage evolution from single business approach to a multi-channel approach, such as direct online sales, used vehicle sale, retail stores etc. .

2. Establishment of centralized management dashboard for all the different systems available.

3. Upgradation of business methods with new and latest technology to get edge in today's competitive scenario.

4. Keep the dealer network employees (e.g., sales, aftersales, used cars, systems, and processes) updated with new processes.

5. Effective organization and incentive structures for automakers and dealers.

Customer Experience Challenges



Installation of new process (mobile sales, service, notification, reminders etc.) for dealing with the new age customers.



Improvement in the customer experience by matching the customer expectations from the brand.



Analysis of all the big data (CRM, social media analytics, connected car data, DMS, etc.) to get complete 360 Degree view of the customers.

Sales Management Challenges



Dealing with continuous pressure to be efficient, customer-orientated and building of strong brand.



Requirement of drastic business-model change in the coming age of autonomous electric vehicles.



Maintain the balance between global standards and local adaptation of Taxation system.



Sales performance and process improvements due to new upcoming "customer-driven approach"

AfterSales Service Management Challenges



1. Customer satisfaction and loyalty need to be managed at dealer level by the manufacturers.



2. Aggressive marketing of the importance of genuine accessory and parts to enhance the dealer's profitability, as well as boost customer satisfaction and loyalty.



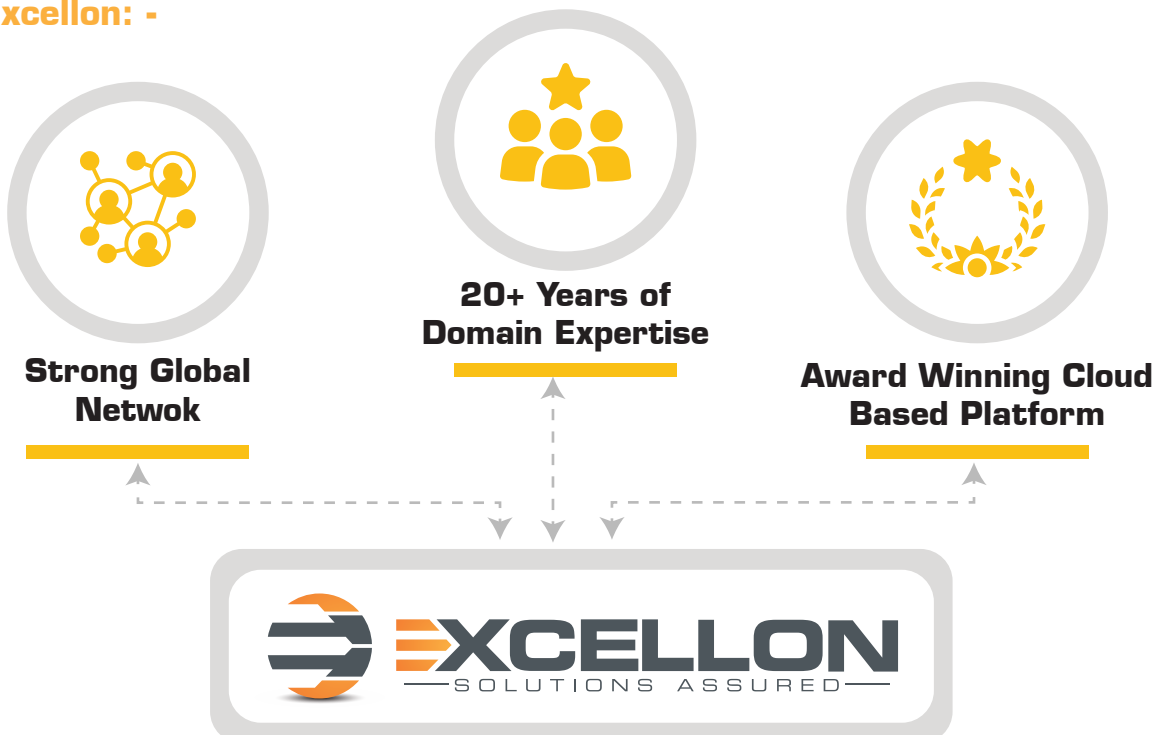
3. With Connected vehicles in market the trend of remote services will be on rise, causing dealerships and automakers to lose part of current service and parts revenue.



4. In future large digital players are likely to enter spare parts business, making decline in margins.

Excellon Software Solution: -

Why Excellon: -



Excellon Platform

Dealer Management System



Single unified cloud platform to manage all the sales channel like pre-owned, Ecommerce, mobility etc



Leverage dealers by providing important feature and profitable opportunities through DMS helping in increasing the number of sales.



Extremely user friendly with strong search ability in transaction, reports etc.



Run time changes in forms and multiple view options.

Customer Experience



Give your customers powerful self-service online portals for Sales, Rentals, Service, Parts and more



Customer information available across the dealership network, securely from the Cloud which help in providing better service.



With help of Excellon Connect B2B and B2C Mobile Dealer app, digital content like upcoming events and exciting promotions can be shared directly with the end customer as well as can educate them about vehicle maintenance etc.

Sales Management System



Next generation Platform to revolutionize end to end sales and secondary sales management.



Streamline the business process across multiple levels and enable proactive decision making.



Automation of the business process leads to growth in revenue streams by offering relevant cross-sell and upsell opportunities.

After Sales Service Management System



Dealership can stay connected with the customer through routine invitation reminders.

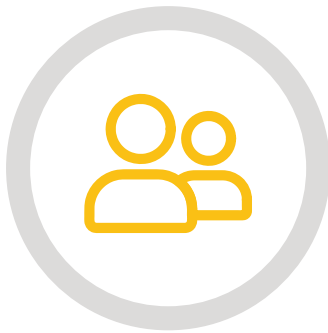


Simplified system for a typically complex process, resulting in an efficient service experience for the customer and lower overheads for the dealership.



Mobility feature of platform can help by direct interaction through personalized messages creating awareness about the importance of use of genuine parts.

What Excellon Delivers



High Customer Loyalty



Sustainable Results



Higher Margins

CONTACT US

Plot No. 14 / IV, Third Floor, I.T. Park, South Ambazari Road, Nagpur -440 022 (India).
Phone : +91-712-6699600

402, 4th Floor, NSG IT Park, Sanewadi, Sarjaa Road, Aundh, Pune -411007 (India).
Phone : +91-020-66283600

Web : www.excellonsoft.com

Email : sales@excellonsoft.com

