



Popular vehicle with company customers: the Opel Astra Caravan

CAS genesisWorld

At a glance

Branch: Retail car dealerships

Requirements

- ▶ Sales control system to provide active support of the acquisition process
- ▶ Bundling of previously different channels of information into one system
- ▶ Appointment calendar with all necessary information for the customer contact and the daily business
- ▶ Possibilities to categorise and filter information for purposeful approaches to customers and prospects, e.g. by region, branch, fleet size or make
- ▶ Reconciliation of company and customer information across several locations and on the Notebooks of the field sales staff
- ▶ Evaluation of the monthly sales reports and data

Benefits and advantages

- ▶ Purposeful customer approach
- ▶ Control of all sales activities through a central Call Centre
- ▶ Mapping of the entire customer contact in a central system from the first telephone call through to the sales report
- ▶ Fast access to customer histories and detailed knowledge of prior business development
- ▶ Greater competence and improvement of the quality of the advice strengthens the customers' confidence
- ▶ Simplified visit planning
- ▶ Data base for working the market systematically

Success story

AVAG · Holding
AKTIENGESELLSCHAFT

Sales Control in the Retail Automobile Trade

AVAG Holding AG is one of the leading independent automobile retail trading groups in Germany. Since August 2003, the company uses CAS genesisWorld CRM Groupware in its Augsburg headquarters as well as at twelve affiliated dealers for the sales of company vehicles.

There are 18 domestic and ten foreign car dealerships united under the umbrella of the management and finance holding company. AVAG sells the Opel, Toyota, Nissan, Honda, Subaru, Suzuki, Daewoo, Fiat, Lancia and Alfa Romeo brands at a total of 64 locations in Germany, Croatia, Poland, Hungary and Austria. In the 2002/2003 business year, the company earned a turnover of 760 million Euro and sold about 60,000 vehicles. "More than in the private customer business, the salesmen have to address their prospects actively in company customer sales", explains Dr. Volker Borkowski, the Deputy Chairman of the Board of Management of AVAG Holding AG. "For this reason, we looked for a sales controlling system which effectively supports the acquisition process and makes the activities in the affiliated AVAG car dealerships significantly easier."

Wide-ranging sales network

Within two months, the CAS Partner, SMC IT AG (Augsburg), made different adaptations to the screens and implemented the CRM software at the holding company. The installation in the twelve dealerships took place within nine months. Today, eleven Opel dealers and one Toyota dealer between the Allgäu and Brandenburg are connected with the headquarters in Augsburg through a broad data network. In addition, the field salesmen have their company and customer information on hand with their Notebooks. "An important criteria for our decision was the possibility to reconcile sales data between the headquarters and the AVAG dealers through various stations", explains Michael Roth, Manager of Information Systems and Consulting at AVAG. "We have up to 30 replications daily and large quantities of data are distributed in our sales network". CAS genesisWorld replaced a self-developed sales system at AVAG, which could no longer meet these requirements.

Central sales control

The data for customer acquisition for the Company Customer Business segment of the twelve car dealerships are bundled together centrally in Augsburg. New addresses of prospects are entered there, qualified and maintained in the CRM solution. "We control almost all sales activities in the Company Customer area through the Call Centre", explains





"We looked for a sales controlling system which makes the activities in the AVAG car dealerships significantly easier."

Dr. Volker Borkowski, Deputy Chairman of the Board of Management, AVAG Holding AG

Project data

- ▶ In use since August 2003
- ▶ Implemented in the headquarters within 2 months
- ▶ 12 car dealerships connected within nine months
- ▶ CAS genesisWorld at 64 workplaces
- ▶ Access through Web-Client
- ▶ Data exchange between the headquarters and the 12 car dealerships
- ▶ Company and customer information on the field sales staff's Notebooks

Customer

AVAG Holding AG, Augsburg
www.avag.de

- ▶ Germany's leading independent car dealership group
- ▶ 19 domestic and 12 foreign retail operations
- ▶ More than 895 million turnover
- ▶ More than 67,500 vehicles sold in the 2004/2005 business year
- ▶ Partner of Opel, Toyota, Nissan, Honda, Chevrolet, Suzuki, Saab, Subaru, Fiat, Alfa Romeo, Kia, Peugeot

Implementing partner

SMC IT AG, Augsburg
www.smc-it.de

CAS genesisWorld

- ▶ Professional customer management
- ▶ Supports internal processes, raises efficiency
- ▶ Especially for the needs of SMEs
- ▶ Very good price-performance ratio
- ▶ Flexible, can be integrated and extended
- ▶ Established product with several awards
- ▶ More than 100 CRM specialists for local support

André Kozyra, Manager of Company and Commercial Customer Business at AVAG.

"We call up customers and prospects, agree upon appointments for visits to them by the salesman and regularly conduct follow-up campaigns". The entire customer contact from the first telephone call through to the sales report is modelled with CAS genesisWorld.

Simplified visit planning

"The appointment calendar is an important instrument for controlling sales activities", says Kozyra. "The salesmen in the affiliated car dealerships find all the information which they need for customer contact and the daily business there". We no longer have different channels of information beside each other – the important data are bundled and transmitted purposefully. Through fast access to customer histories, the salesmen have detailed knowledge of the previous development of the business. "This projects an image of competence in dealing with the customer and reinforces their confidence in our company".

Purposeful customer approach

Different possibilities for categorising and filtering also make it possible to approach customers and prospects very purposefully – for example – sorted by region, customer group, branch, fleet size, make, model or sales evaluation. All data which are acquired during the acquisition activities in the dealerships are replicated back to Augsburg and evaluated there by Controlling with the Crystal Reports analysis program.

Evaluations are then prepared on the basis of the monthly sales reports, from which future sales activities can be derived. In this way, we close the loop: "We immediately see the potential in the company and commercial customer business and can work the market systematically through customer-specific campaigns", according to André Kozyra, who concludes with a final remark about sales controlling at AVAG. "In principle, the quality of customer representation has improved significantly because more purposeful approaches

are possible through the merging of all customer data in the customer files".



AVAG Holding Aktiengesellschaft – the Opel Dealership in Bessemer Straße, Augsburg