Your clients' contact information is gold.

Can you guarantee its accuracy?



Optimising your clients' contact information is essential to ensuring every touch with your customer builds loyalty, longevity and profitability.

You need to know and trust that the contact details you enter are accurate and up to date. Your client database is an extremely valuable and powerful tool, but only if the data it contains is correct.

Duplicate entries, obsolete client/prospect details and incomplete data devalue your marketing campaigns, often leading to embarrassment, poor results and ultimately, frustration.

Finally, there's a fast and effective service to cleanse your contact & associated customer databases in UNITS® and EQUIP®.

Through the delivery of Push Reporting tools the Dealer Spectrum team will help you to get results within days! Push Reports are reports that are immediately delivered to stakeholders in the business when key processes are broken by staff. How accurate is your contact database?

- Reduce entry errors in your client database
- Reduce dead mail & wasted phone calls
- Quickly & accurately enter contact details
- Address data conversion issues
- Minimise duplicate records
- Ensure more complete updated daily

The Investment

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\$ 2,490.00 ex-GST - one-off consulting charge

\$ 195.00 ex-GST per month - updates to Push Reports and scheduling by mail to appropriate people

The Process and Solution | Step by Step (sample screens overleaf)

- 1. **Push Report 1005 Contacts Analysis** present in contact database non-existent in any other database with transactions. **Action:** Review with Dealer Spectrum ('DS') team running automated SQL to delete from system.
- 2. **Push Report 1006 Contact Analysis** by Transaction Date. **Action:** View activity and dates of Contact Database across key transactional databases of Workshop, Vehicle Sales, Debtors, Creditors, Prospects and Appraisals. Review with DS team running automated SQL to delete from system based on your nominated last activity date.
- 3. **Push Report 1007 Service Retention** by last service date and compared to last sale date. **Action:** Review with DS team running SQL for the displayed data where Last Service Date is NULL or BLANK to be deleted from WKVEHFL. Review with DS team running SQL for the displayed data based on date for Last Service Date entered to be deleted from WKVEHFL.
- 4. **Push Report 1008 New Contacts** is created. Automated delivery by email to key stakeholders and Dealership Marketing Department of new created contacts, checking for completeness of key fields and any possible duplicates.
- 5. **Push Report 1009 Locate Duplicate Contacts** Report identifies potential duplication with the comparison of contacts based on Company Name, Full Name, Address and Phone Number. **Action:** Mark the valid contacts to be merged and the DS team will initiate the deletion of incorrect contacts and merge history to valid entry.

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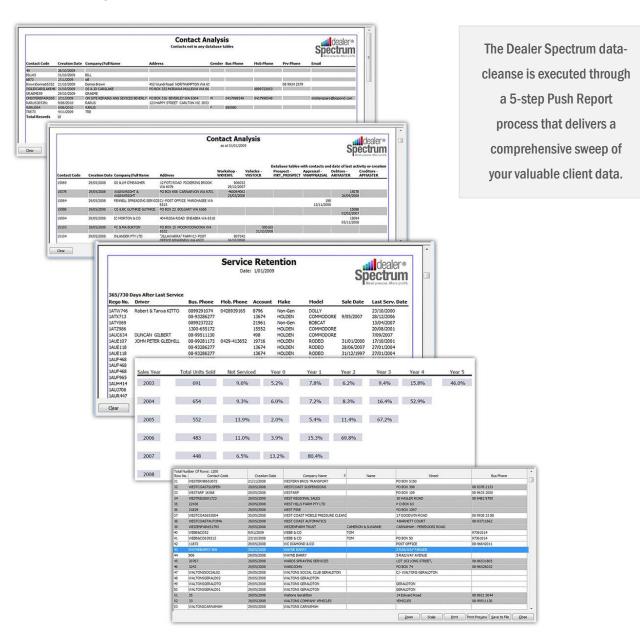


Bonus Free Sensis® Health Check Report!

Take advantage of a complimentary health check of your customer data through Sensis® Data Solutions and Auto-IT and get some REAL insight into:

- # of customers matched to the White Pages® and still live at the address you hold for them
- # of address changes found through the White Pages[®] & Australia Post's National Change of Address
- # of addresses that can be corrected against the Australia Post Postal Address File
- # of phone numbers that can be confirmed as accurate
- # of new phone numbers that can be found

This insight will provide you valuable feedback on how you can improve and enhance your marketing efforts whilst decreasing costs.



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