

CRM-a full-cycle system for car dealerships and car services: from attracting and first consultation to visiting the salon and making a purchase

Implementing a ready-made solution for car centers

We understand the auto business

- No.1 in the CIS auto business automation rating;
- 1C:Franchisee since 2006;
- Experience with dealerships for more than 10 years: since 2009, we have been engaged in : automation of car dealerships, car service stations and spare parts stores, spare parts and car distributors;
- Key partner of 1C Rarus for Alfa-Auto;
- Winner of the Golden Key award in 2019;
- Partner for automation of the international network CTO Eurorepar Car Service;
- Our clients include the PSA group and the Peugeot, Citroen, Opel, KIA and IPPON brands;
- Our IT solutions are used by industry leaders;
- Accredited automation partner of the Eurasian Development Bank in the CIS;
- Our team includes analysts with practical experience in the automotive business and professional programmers.

90% of software success

depends on the capabilities of the specialists who implement it



Document Management System

Main DMS modules :

- Spare parts - sale of spare parts
- Car service - repair and maintenance of vehicles
- Car dealership - sale, purchase, trade-in vehicles
- Settlements - debtors/creditors
- Cash flow
- Income and expenses - management reports
- Budgeting
- Customer relations - CRM
- Other assets - equipment accounting
- Administration and service



CRM system for car service centers and car dealerships

- Recording all types of customer requests
- Recording and listening to phone conversations in the program
- Integration with popular messengers WhatsApp, Telegram, SMS
- Control of car arrivals via video recording and recognition of state license plates
- End-to-end advertising Analytics Analytics and integration with ROISTAT
- Control the start and end of working hours by fingerprint or FaceID
- Automatic payroll calculation based on performance indicators for sales and service employees
- Automatic creation of a business process when the next car Maintenance period is due
- Forecasting the MAINTENANCE period based on the history of changes in vehicle mileage
- Automatic creation of business processes around the time of the execution of the recommendations on the car
- The bonus system allows you to save on discounts and notify customers about the status of the bonus account
- Automatic tracking of missed calls and setting tasks for a callback;
- Smart call routing: automatic switching of calls to the responsible employee, corporate clients' calls to the supervising manager
- Automatically create a task for the master consultant when all the details of the order are received.
- Unified database of standard forms and document templates for quick registration of sales documents
- Car dealership worksheet with automatic control of transaction statuses
- New and used car sales funnel
- Sales funnel of car service and spare parts Department
- Sales tunnel - from buying a car to subsequent maintenance
- Mobile app for customers with the possibility of orders and purchases

Main functions of the system

- Multifunctional sales and service Department worksheet
- Catalogs of auto parts selection in 1C
- Web services of suppliers and distributors - all suppliers in a single window percentages;
- Automated loading of distributors' price lists
- Uploading and sending price lists to customers
- Database of crosses and spare parts analogues
- Automated replenishment of warehouse balances
- Automated calculation of sales prices
- Control of customer orders
- Pre-registration for repairs
- Working with order orders
- Optimized functionality of Alfa-Auto 5.1
- tire hotel Module (tire storage and implementation)
- Automatic loading of invoices from suppliers
- Ready-made directory of auto works (more than 3000 titles)
- Nomenclature reference (more than 350,000 items)
- SMS module for sending notifications
- WhatsApp and Telegram messengers in 1C
- Automatic invitation of clients for repairs, Maintenance, recommendations with control tasks to employees;
- Automatic product ordering on suppliers' websites
- Exchange with an online store site
- Sales funnel of the sales and service Department
- Ready-made schemes of staff motivation, KPI
- Integrated full-cycle CRM system
- Exchange with external CRM systems of distributors
- Timesheet time tracking with automation
- Integration with BioTime
- Integration with JivoSite
- Integration with Roistat
- Telephony (cloud PBX) directly in 1C Alfa-Auto
- Callback from the site
- Advanced management reporting
- Anti-illiquid system
- End-to-end advertising Analytics
- Control of unauthorized car arrivals by reading license plates
- Analytics and reporting
- Simple exchange with 1C Accounting

From request to transaction

You spend on advertising on the Internet **hundreds of thousands of rubles** a month (Yandex, Google, social networks, 2GIS etc).



Which of these exactly works? Can you "merge the budget" into online advertising that doesn't pay off?

You need to calculate the return on advertising - **ROI**. How much 1 ruble invested in an advertising channel brought you a net profit.

As a result, if you count all the advertising channels, you will get a huge set of numbers. What should I do about it now?

Solution — is a traffic registration system. The CRM system allows you to see how much net profit a particular advertising channel has brought. We register end-to-end Analytics in CRM from the receipt of the application to the sale!

You don't need to personally collect and analyze information — the CRM system will do it for you. It also contains all the necessary tools to quickly take action.

“Invest only in profitable advertising channels!”

Easy work with tasks inside the DMS

Tasks are now easier to work with. Now you can keep a conversation in the task, which is displayed in the general event feed. In addition, tasks support :

- Status chains
- Requests to change data
- Change performers
- Delegation
- Linking to the work schedule
- Arbitrary configuration of the form
- Subtasks and subprocesses
- Attach files, metrics, reminders, etc.

Projects, goals, indicators, business processes

Projects, goals, indicators, business processes

All controls are closely related to each other. Business processes automate operational activities and simultaneously serve as sources for filling in indicators. Metrics are collected in goals and displayed on the Manager's desktop.

- The accumulation of data indicators of the database objects.
- Starting processes based on events, triggers, and indicator dynamics
- Calculating values from reports and documents for creating an automated KPI
- Manually creating a route map, etc.

Workforce automation

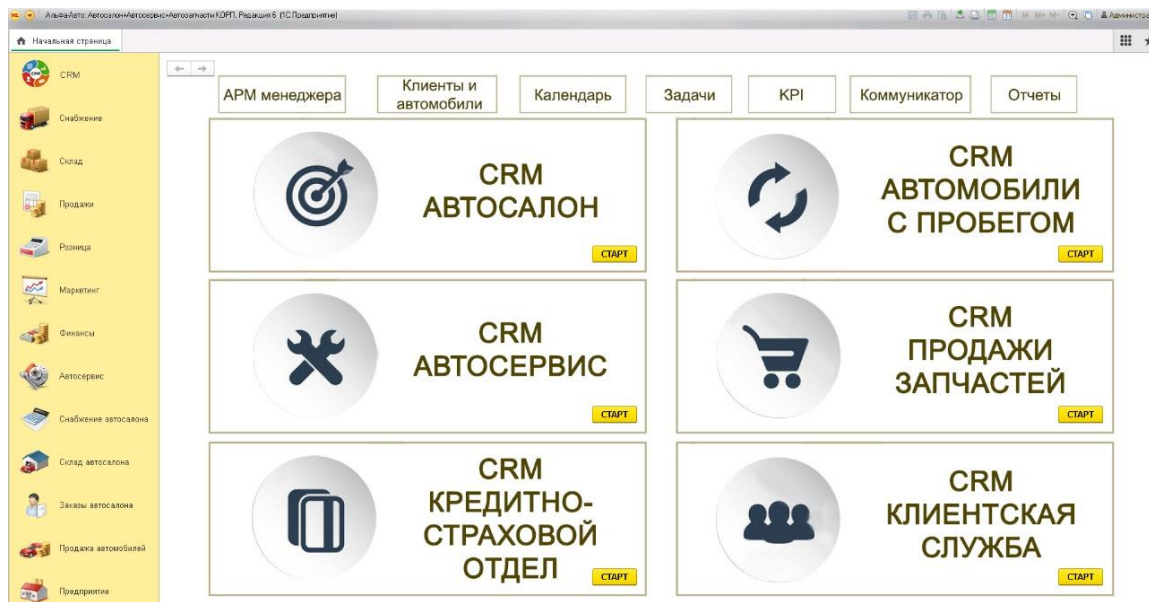
- Working with employees

One of the main components of any company is its employees.

- Calculate monetary incentives for employees based on the results achieved
- Conduct motivational events, game ratings, badges of merit
- To run tests on professional suitability
- Record your schedule, vacation, and actual hours worked

Built-in block for working with the client handling their own telephony

- Recording all customer requests;
- System of tasks to bring the client to the deal;
- Identifying a customer by number when an incoming call is received;
- Simple outgoing calls directly from the program;
- Recording phone conversations;
- Customer event feed;
- Analysis of missed calls and monitoring of calls;
- Automatic routing of calls to the client's supervisors;
- Analysis of employees' activities when interacting with clients;
- Defining categories of requests;
- Determining the reasons for customer failures;
- Advanced reporting for clients;
- Employee motivation based on customer performance;
- Connecting a call center;
- Building a sales funnel.

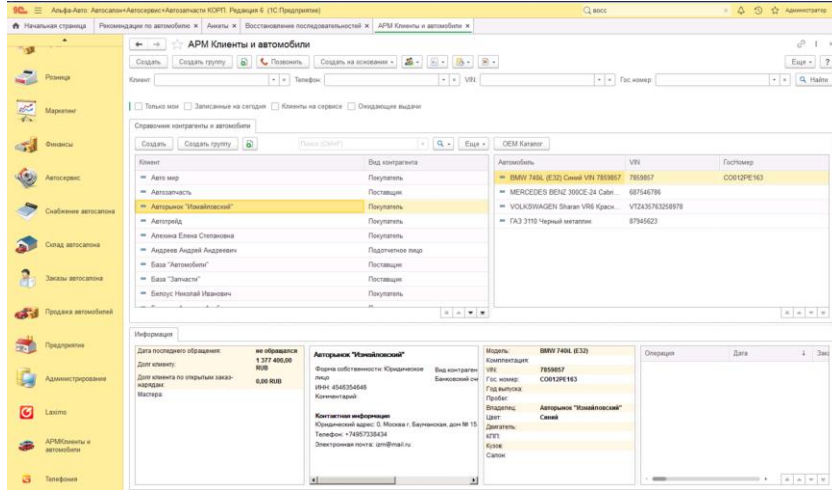


Additional CRM module «Quality Management»

- Automation of service quality assessment and complaint handling processes;
- Customer surveys to assess the quality of service and reflect the results in the system;
- Automate the process of processing customer complaints in order to improve the quality of service and increase customer loyalty;
- Assessment of service quality dynamics.

The screenshot displays the 'Alfa-Auto: Автосалон+Автосервис+Автозапчасти КОРП. Редакция 6' interface. The top navigation bar includes a search icon and the text 'анкет'. Below this, a breadcrumb trail shows 'Начальная страница' > 'Рабочий лист' > 'Анкеты' > 'Анкета 00000000004 от 17.10.2018 13:40:03'. The left sidebar contains icons for 'Главное', 'Снабжение', 'Склад', 'Продажи', 'Розница', and 'Маркетинг'. The main content area is titled 'Анкета 00000000004 от 17.10.2018 13:40:03' and features a 'Провести и закрыть' button. Below the title, there are input fields for 'Номер' (00000000004), 'Дата' (17.10.2018 13:40:03), and 'Дата редактирования' (17.10.2018 13:41:07). A 'Режим анкетирования' dropdown is set to 'Интервью'. The 'Респондент' field contains 'Магазин "Запчасти и шины"'. The 'Шаблон анкеты' is 'Качество продукции'. A 'Скрыть разделы' button is located below the form fields. The 'Вступление' section lists '1. Контроль качества товара' and 'Заключение'. A 'Рекомендации по опросу' section provides instructions: '1. В анкету необходимо вписать соответствующие названия в тех вопросах и ответах, где есть слово "указать", "продукт N" и т.д.' and '2. Внимание! В анкете присутствуют логические правила. При изменении структуры анкеты не забудьте убедиться в корректной настройке данных правил.'

Easy work with the customer base



- Quick search for a client by name, phone number, e-mail, VIN, state number or vehicle;
- Tracking client master data;
- Instant access to customer documents and view purchase/service history;

- Communication with clients via WhatsApp, Telegram, SMS, E-mail;
- Quick formation of pre-calculation, sales, registration for repairs and car arrivals;
- Accounting for settlements with customers, sales in installments and credit;
- Contact information for clients is always in a prominent place with the Manager.

Worksheet of Sales Department

- Unified space for sales, CSR, and Trade In
- Client management from touch to transaction
- Sale of new and used cars

- Automatically create tasks for the next customer contact
- Checklist for controlling the completion of the worksheet
- Creating documents inside a worksheet
- Event planning
- Control of transaction stages

← → ☆ Рабочий лист № 0000000008 от 18.10.2018 (проведен)

Провести и закрыть Параметры Создать событие

Обращение к клиенту: Белоус Николай Иванович E-mail: Телефон:

Статус: Создан

Клиент История клиента Подбор автомобиля Опции (1) Сделка Возражения Участники (1)

Приобретаемый автомобиль

Автомобиль: ГАЗ 3110 Белый VIN 09989987673 Подбор

Зарезервировать: до:

Марка: Марка не указана

Модель: ГАЗ 3110

Вариант комплектации: Стандарт

Цвет: Белый

Тип салона:

Предпочтения клиента

Предпочитаемый цвет:

Предпочитаемая КПП:

Предыдущий автомобиль

Модель автомобиля:

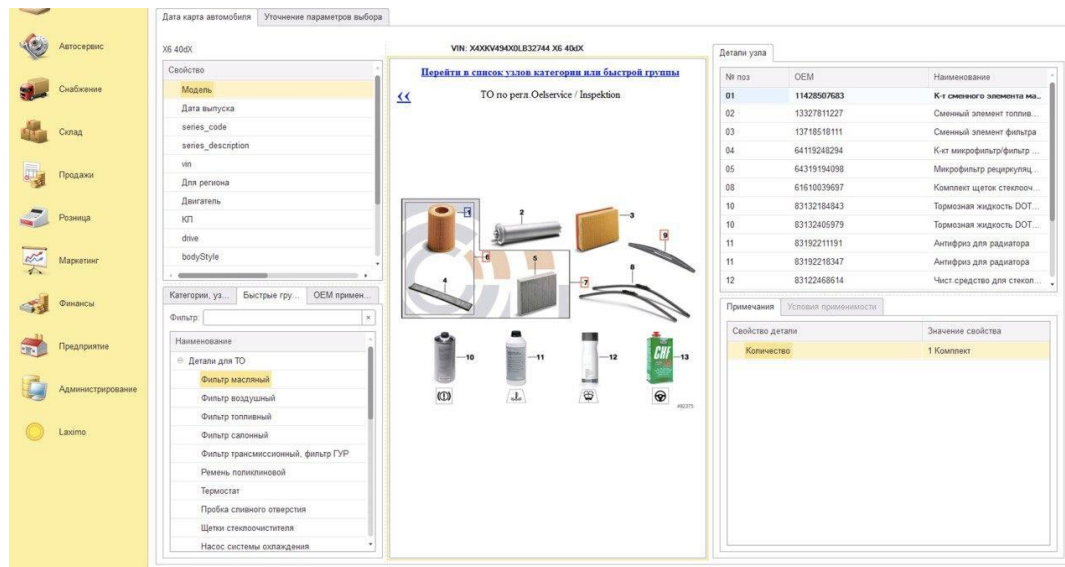
Другие варианты

Добавить

N	Заказ на автомобиль	Заказ поставщику на автомобиль	Автомобиль	Марка	Модель	Вариант комплекта...	Цвет	Тип салон
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Module for car maintenance

- Auto parts catalogs are integrated in 1C;
- Original catalog by VIN;
- Schematics and part descriptions online
- Instant and professional selection of spare parts for calculation;
- Database of crosses and spare parts analogues;
- Full cross-over and analogs;
- Direct transition to the percentage of selected parts from distributors;
- Inviting new owners of used cars for after-sale Maintenance;



- Selecting parts in one click reduces the customer service time to 1 minute;
- The entire history of customer and vehicle calculations is stored in the system;
- Registration of lost demand with convenient reporting;

Quickly determine the cost of spare parts from distributors. Original and analogs

- Offers from all suppliers via the API and through automatic loading of price lists in one window of the system;
- Displays the price for the customer, delivery time, and availability in the distributor's warehouse;
- Automatic orders to suppliers without leaving the system;
- Anti-illiquid system thanks to point orders for the client;
- Quick percentage and sale of spare parts.

Найти варианты:		<input checked="" type="checkbox"/> На складе	<input checked="" type="checkbox"/> В прайс-листе	<input type="checkbox"/> В заказе														
Варианты поставки:		Аналоги																
Отбор по производителю:																		
Артикул	Производитель	Цена от	Производитель	Артикул	Наименование	Цена	Нап.	Срок по...	Кр.	%	Поставщик	До...	Цена в п.	Цена ...	Мар...	Мар...	Актуаль...	А
	< Все предложения >			Mercedes Benz	A1643202631	АМОТИЗАТОР ПОДВЕСКИ 1643202631	13 340.00	1	8 д.	98 %	Berg (для CTO MCK)	Ск...	11 151.57	11 70.	12.23	1 63.		
	SK2868	8 820.00		MERCEDES-	A1643202631	АМОТИЗАТОР	13 980.00	53	7 - 8 д.		Igora (для CTO MCK)	Ре...	12 282.04	12 28.	12.15	1 69.		
	24158657	13 590.00		MERCEDES-	A1643202631	Амортизатор подвески	14 150.00	2	1 - 5 д.		Шлате-M	Ре...	11 621.89	12 43.	12.12	1 71.		
	DAS10043	17 960.00		Mercedes Benz	A1643202631	АМОТИЗАТОР ПОДВЕСКИ 1643202631	15 490.00	51	8 д.	89 %	Berg (для CTO MCK)	Ск...	12 981.20	13 63.	12.01	1 85.		
	164 320 26 31	13 280.00		Amott	SK2868	Пневмоамортизатор MB GL/ML W164/X164 без ADS зад.	8 820.00	2	2 д.	100 %	Berg (для CTO MCK)	Ск...	7 300.00	7 665.	13.10	1 15.		
	A1643202631	13 340.00		Amott	SK2868	Пневмоамортизатор MB GL/ML W164/X164 без ADS зад.	9 280.00	2	2 - 3 д.		Igora (для CTO MCK)	Ре...	8 066.50	8 066.	13.08	1 21.		
	1643202631	13 470.00		TORR	DH2578	Амортизатор задний	12 520.00	4	2 д.		Forum-Auto	Ре...	10 166.00	10 97.	12.31	1 54.		
	A1643202631	11 610.00		MB	164 320 26 31	Амортизатор подвески задний лев/прав MERCEDES-ML	13 280.00	13	5 - 6 д.	95 %	Артмек (для CTO MCK)	РА...	10 795.38	11 65.	12.21	1 62.		
	DH2578	12 520.00		MERCEDES-	1643202631	АМОТИЗАТОР ЗАДНИЙ ГАЗОВЫЙ	13 470.00	13	6 - 7 д.		Igora (для CTO MCK)	Ре...	11 826.82	11 82.	12.20	1 64.		
				BILSTEIN	24158657	Амортизатор задний GL 450 4Matic (W164)	13 590.00	3	3 - 4 д.		Igora (для CTO MCK)	Ре...	11 929.00	11 92.	12.22	1 66.		
				BILSTEIN	24-158657	Амортизатор задний GL 450 4Matic (W164)	14 790.00	4	до 4 д.		Шлате-M	Ре...	12 153.77	13 00.	12.07	1 78.		
				MERCEDES-	1643202631	АМОТИЗАТОР ЗАДНИЙ ГАЗОВЫЙ	14 900.00	51	6 - 7 д.		Igora (для CTO MCK)	Ре...	13 099.78	13 09.	12.08	1 80.		
				TORR	DH2578	Амортизатор задний	14 970.00	5	16 - 20 д.		Шлате-M	Ре...	12 301.30	13 16.	12.07	1 80.		
				MB	164 320 26 31	Амортизатор подвески задний лев/прав MERCEDES-ML	15 050.00	51	5 - 6 д.	95 %	Артмек (для CTO MCK)	РА...	12 258.78	13 23.	12.03	1 81.		
				MB	164 320 26 31	Амортизатор подвески задний лев/прав MERCEDES-ML	16 450.00	2	3 - 4 д.	88 %	Артмек (для CTO MCK)	РА...	13 414.44	14 48.	11.93	1 96.		
				Dunlop	DAS10043	Аморт. зад. подв. MERCEDES-M-CLASS (W164) 05-11, GL (17 960.00	2	5 - 6 д.	89 %	Артмек (для CTO MCK)	РА...	14 659.62	15 83.	11.85	2 12.		
				MERCEDES-	1643202631	АМОТИЗАТОР ЗАДНИЙ ГАЗОВЫЙ	20 350.00	2	2 - 3 д.		Igora (для CTO MCK)	Ре...	17 970.62	17 97.	11.69	2 37.		
				BILSTEIN	24-158657	Амортизатор задний GL 450 4Matic (W164)	20 840.00	107	14 д.	89 %	Berg (для CTO MCK)	Ск...	17 528.30	18 40.	11.69	2 43.		
				Amott	SK2868	Пневмоамортизатор MB GL/ML W164/X164 без ADS зад.	38 430.00	43	41 - 42 д.	95 %	Артмек (для CTO MCK)	РА...	31 585.50	34 11.	11.24	4 31.		

Online recording for repairs and scheduling CTO downloads

- A tool for making an appointment for repairs. Planning is done by jobs or masters;
- Informing customers about service appointments ;
- Automatic reminders for customers to make an appointment at a Service Station;
- Reminder to clients about the timing of scheduled MAINTENANCE and seasonal operations via messengers;
- Analysis of loading posts and master performers;
- Automatic calculation of the time of execution of work during recording.
- Setting tasks for inviting a client to the service

Начальная страница | Номенклатура X | Заказ-наряд X | **Запись на ремонт (Отчет) X**

← → **Запись на ремонт (Отчет)**

День 2 дня | Сегодня | 31.10.2016 | Обновить | Настройки | i

Подразделение: [dropdown]

Ресурс	00	01	02	03	04	05	06	07	08
Текущие интервалы	00 10 20 30 40 50	00 10 20 30 40 50	00 10 20 30 40 50	00 10 20 30 40 50	00 10 20 30 40 50	00 10 20 30 40 50	00 10 20 30 40 50	00 10 20 30 40 50	00 10 20 30 40 50
Цеха									
Основной цех									
2-ст. подъемник #1 (Медведково)									
2-ст. подъемник #2 (Медведково)									
Пост мойки (Медведково)									
2-ст. подъемник #1 (Тропарёво)									
2-ст. подъемник #2 (Тропарёво)									
4-ст. подъемник #1 (Тропарёво)									
Пост мойки (Тропарёво)									
Склад автозапчастей (Тропарёво)									
Григорьев Петр Иванович									
Дмитриев Дмитрий Олегович									
Захаров Олег Петрович									

Unified system for increasing sales

Consolidate information about existing and potential customers in a single contact database :

- Creating a 360° client profile
- Deep segmentation of the contact and counterparty database to determine the target audience
- Full history of relationships: salon visits, test drives, consultations, purchases, service requests linked to related documentation and invoices
- Data mining tools information
- Deduplication

Use reference processes to manage sales :

- Cross-sales management
- KPI planning, employee performance analysis, and monitoring the implementation of sales plans
- Maintaining work sheets, scheduling and monitoring meetings, calls, and activities
- The fixing of discounts and special sales conditions
- Maintaining commercial documentation, invoices, and settlements with clients

Identify and nurture customer needs with powerful tools :

- Managing marketing campaigns and activities, planning budgets
- Ready-made recruitment, development, and retention processes
- Segmentation of the target audience by territory, purchases made, needs, financial opportunities, and other pre-configured parameters
- Managing relationships with contractors and partners
- Analysis of lead sources

Get information about the effectiveness of your work in a couple of clicks :

- Analytics on the customer base
- Financial results of the company, best-selling car models
- Results of sales managers ' work
- The final information on the level of customer satisfaction
- Analysis of the effectiveness of marketing actions

Pricing, system of discounts and bonuses

Various options for setting the price of spare parts :

- Setting the price for each item;
- Automatic price calculation indicating the percentage of the mark-up and the cost range (purchase price);
- Parameters of price types: for the price, specify its application (for goods, for auto works, for cars);
- Different price currencies;
- Analyst accounting and price setting (according to the nomenclature, according to the characteristic, the unit of measure);
- Various margins on brands, product groups, and spare parts distributors.

The program uses a flexible system of discounts :

- Discount on the customer's entire purchase/Discount on some items from the sales document to the customer;
- You can assign conditions for granting discounts: a List of items and auto works that are subject to the discount;
- Amount of the customer's current purchase
- Discount cards and the amount of savings on it, the days of the week and the time when the discount is granted, the discount to a specific buyer;
- The ability to provide discounts to customers is regulated at the level of rights of users of the program;
- Bonus system with the ability to automatically inform the client about the status of the bonus account.

Reporting in the system

Financial analysis :

- Client's debt
- Cash in the cash register and on current accounts

Management analysis :

- Income and expenses
- Analysis of sales and profit from sales

Warehouse analysis :

- Warehouse turnover
- Analysis of the illiquid warehouse

Marketing analysis

- Analysis of price changes
- Current discounts and savings on discount cards
- Ad channel Analytics

- Analysis of lost car service customers
- Holding various promotions, including seasonal ones;
- ABC-analysis of buyers and sales;
- Improving the quality and speed of customer service through the use of user-friendly program interfaces;
- Integration with the online store website for placing online orders for spare parts;
- Integration with the mobile app for customers;
- Reporting on all business indicators;
- Automatic sending of reports to the central database of the management company, to e-mail and messengers.

Ability to present data in any cross-section (by type of activity, comparative analysis of budget and actual data, in detail or in summary)

How the implementation works

Audit and installation

1. Installing the software;
2. Each Department is assigned a responsible person from the customer;
3. We make a schedule of communication with responsible persons;
4. We describe the business processes of the enterprise as they are at the moment (AS IS);

Business process modeling

1. We optimize business processes and describe how it will be (TO BE);
2. Modeling business processes in the program;
3. We pass the configured business processes. Discuss. Identifying additional functional requirements;

Configuration and adaptation

1. We refine it based on additional functional requirements;
2. We prepare training materials, train and test employees;
3. Launching a ready-made program for commercial operation;
4. We provide assistance and technical support for further use of the program.

CTO SOFT complex for auto business

- automation and implementation of software products based on 1C Alfa-Auto 5 and 6 editions
- consulting of car dealerships and service stations;
- business Analytics and description of business processes;
- working with brand reputation and SERM monitoring;
- Yandex contextual advertising.Direct and Google AdWords;
- SMM and targeted advertising;
- call center for processing incoming requests;
- implementation of end-to-end Analytics systems;
- development of online auto parts and car stores;
- creating websites and Landing Pages for dealerships and Service Stations;
- website promotion (SEO);
- content marketing.

CTO SOFT team

Our team consists of experts in the automotive business with more than a decade of experience. We have already helped more than 50 businesses automate and speed up their business processes, as well as increase profits.



Our clients



Our partners



ЗР КОНСАЛТ



Deutsch – Russische
Auslandshandelskammer
Российско – Германская
Внешнеторговая палата





IT-solutions & consulting in automotive

Thanks for your attention!



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