



CASE STUDY



Challenge

In today's information economy, automobile dealers must rely heavily on real-time data, along with an educated, well informed salesforce to be successful in a very competitive industry. Compounding the problem more and more, consumers are educating themselves prior to showing up at the dealership, challenging salespeople to be on their toes and at their best.

The bottom line is, car dealers and manufacturers have failed to leverage information technology to ensure that their sales teams are well equipped and informed, so that they can easily build rapport, trust and confidence with potential customers that walk in their door.

As a result, car manufacturers must do a far better job efficiently disseminating information, while taking more responsibility for ensuring that dealers have the tools to easily and effectively educate their salesforce in this information age.

Solution

AiQ is a state of the art, enterprise class solution and mobile application that provides car dealerships and their salesforce with all of the latest information about cars across the industry, enabling sales professionals to have everything they need to do be successful, right at their fingertips.

Working with experts in the industry, AiQ was also developed to ensure that sales professionals could quickly and easily perform a Six Point Vehicle Walk Around, Car Comparison and VIN Lookup during the sales process, which are routine sales functions that are critical to their success these days. However, if and when a salesperson needs assistance and support from a manger, they can discretely alert the management team at the touch of a button.

AiQ also provides tools for mangers to better communicate with, challenge and incentivize their sales team, while arming themselves with real-time data analytics about their team's performance.

Benefit

AiQ powered automobile manufacturers, dealers and sales professionals now have the most advanced sales information technology available in the industry, helping to ensure their success, as their customer's trusted advisor.

Learn more about how through some of AiQ's most important features below.

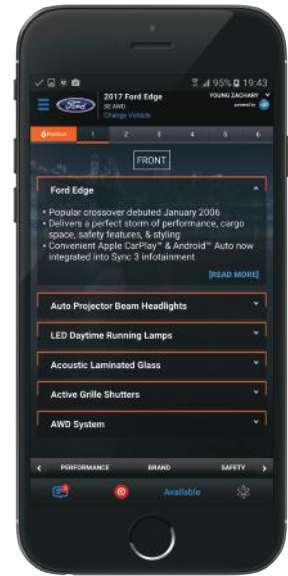
Technology Used



Six Position Walk Around

Performing a solid vehicle walk-around is an essential sales step in the car selling process. Unfortunately, it's one of the most neglected and poorly executed steps in the industry.

AiQ is solving that problem, by providing sales people with an easy to use, standardized process, to help ensure that they effectively educate and excite car buyers with the features and benefits of the vehicle they're interested in; reinforcing their choice and creating an overwhelming desire to own the car they've looking at.



VIN Lookup

AiQ has a built-in scanner, enabling staff members to easily perform on the spot Vehicle Identification Number lookups, in order to immediately reference detailed information about the make and model of that particular car, along with its purchase and registration history.

Vehicle Comparisons

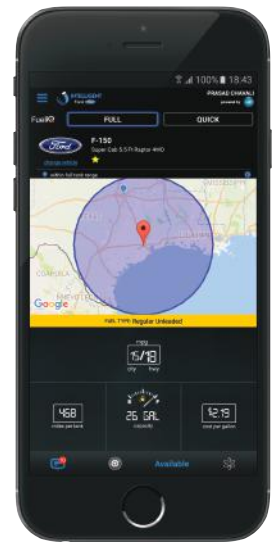
AiQ gives sales professionals the ability to quickly and easily perform vehicle feature, performance, technology and safety comparisons with their customers, or on their own time, to better educate themselves.

While any one of these features can easily be performed online today, AiQ is the only solution that delivers this advanced functionality in a single, easy to use mobile application, to help car manufacturers, dealers and their sales teams create more credibility and trust with existing and potential customers.



180iQ

This feature keeps sales professionals informed as to how they're performing against their peers, based on their internal points and ranking system for the month or quarter. Additionally, 180iQ helps them realize how and where they need to improve, further incentivizing them to continue to educate themselves.



Messaging & Status

As most of us have experienced at a car dealership, sales staff are constantly being paged by their managers, because they don't know where they are. And as dealerships grow larger and larger, so has the problem.

AiQ solves that problem, by helping sales managers stay connected and informed as to where their sales members are, along with their current status, at any given time.

Sales Roster

The Sales Roster provides sales managers with real-time data as to the current status and performance of their team members, arming them with the information they need to readily see and understand, in order to help struggling team members, and ensure their collective success.





Learn how our services & solutions can
give you a competitive advantage
in the digital economy.

The first step is connecting...

Get in Touch:

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