

Caring for the Customer

“With decreasing sales margins in the auto segment, companies which would be able to increase their after sales revenue would be able to maintain a healthy bottom-line”

Balancing bottom-line with the top-line

As the automotive sector has become extremely competitive in recent years, the margins have narrowed down, even though the volumes are on the rise because of the expanding market size.

Auto companies have realised that the only way to maintain a healthy bottom-line along with the growing top-line in this competitive market is to focus on after-sales as a revenue stream.

Why Mobile Messaging becomes crucial in Automotive Services?

Improved Customer Service

Mobile messaging provides better customer experience by automatically reminding customers of regular service checks and helping them easily register their queries/complaints.

Increased Employee Efficiency

Mobile messaging improves the efficiency of the customer service executives by automating the sending of payment due and service reminders.

Cost Savings

Mobile messaging reduces the communication costs of the service centre by providing them an effective and cheap means of communicating with the customer.

Mobile messaging empowers the Automotive services to open a personal, cost-effective and efficient communication channel with their customers (dealers and end-customers).

ValueFirst's Killer Application

- **Express** – Auto dealers in remote locations can be relayed critical information over GSM/CDMA network which would be displayed on the LED display in the remote centre
- **Barcode Manager** – Bar-coded vouchers issued by Auto companies to the premium customers depending on the extent of relationship with the company

ValueFirst's USP

- Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators internationally
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Highly configurable products - processes can be configured on-the-fly
- Least time to market – deployment typically is done in one day
- The most scalable solution in the industry in terms of architecture
- 24 * 7 support

Bouquet of mobile messaging services

Service

- Reminders on service due to the customer
- Alerts on special service camps/ events to the customer
- Warranty expiration related reminders to the customer
- Daily workshop process report to the dealer
- Alerts send to customers to collect their vehicle on completion of the service

Insurance Reselling

- Reminders on premium due to customers
- Alerts on insurance due to customers

Marketing & Promotions

- Prospects can register interest for the vehicle using short-codes
- Customers can log on their queries/complaints using short-code/long-code services
- Alerts to customers on launch of a new promotion/product
- Send birthday, purchase anniversary etc. to customers

How our clients are creating a new consumer experience in Automotive Services?

Hero Honda

- All dealers PUSH service alerts to their customers
- All dealers to PUSH payment reminders to the customers
- Customers can register their interest using short-code

Apra Auto

- PUSH service alerts due to the customers
- PUSH payment reminders to the customers
- PUSH reminders on insurance due to the customers

Competent Automobile

- Customers can PULL vehicle's service status
- PUSH service alerts due to their customers
- PUSH payment reminders to their customers
- PUSH reminders on insurance due to their customers