

“CARING” for the customer

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

Balancing profit-line with the revenue-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.

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

Why Mobile Messaging becomes crucial in Automobile Services?

Improved Customer Service

Mobile messaging provides better customer experience by automatically reminding customers for regular service checks and helping them to 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 very economical means of communicating with the customer.

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

ValueFirst’s Killer Applications

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

MESSAGING FOR AUTOMOBILE SERVICES

Bouquet of mobile messaging services

Service

- Reminders to customers on/ before the due date of vehicle service.
- Special service camps/ events alerts to customers.
- Warranty expiration related reminders to customers.
- Daily workshop process report to dealers.
- Alerts to customers for collecting their vehicle after the completion of vehicle service.

Insurance Reselling

- Reminders to customers on/ before insurance premium due dates.
- Alerts to customers on insurance due date.

Marketing & Promotions

- Short-codes are used by enterprises to get Prospects registered with their interest for vehicle.
- Customers can log on their queries/complaints using short-code/long-code services.
- Alerts to customers on the launch of any new promotion/product.
- Enterprises sends birthday greetings, purchase anniversary etc. to customers.

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

Hero Honda

- All dealers PUSH (Terminates), service alerts to their customers.
- All dealers PUSH (Terminates), payment reminders to the customers.
- Customers can register their interest using short-code.

Apra Auto

- PUSH (Terminates), service due alerts to customers.
- PUSH (Terminates), payment reminders to customers.
- PUSH(Terminates), reminders to customers on insurance due.

Competent Automobile

- Customers can PULL (ask), vehicle’s service status
- PUSH (Terminates), service alerts due to their customers.
- PUSH (Terminates), payment reminders to their customers.
- PUSH (Terminates), reminders on insurance due to their customers.

ValueFirst’s USP

24 X 7 Support
 Least time to market- deployment typically is done in one day
 The most scalable solution in the industry in terms of architecture
 Highly configurable products- process can be configured on-the-fly
 Redundancy of servers with load balancing, fail-over mechanism & least cost routing
 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 globally

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