

From customer service to customer experience

**better
planning.
smarter
working.**



The future has long since begun

Customer experience is fundamental to your operating results

All car dealership managers know that satisfied customers are their best referees and go on to become loyal repeat buyers - customer satisfaction really is of existential importance.

But we're also seeing customers become more demanding and self-reliant nowadays. They're increasingly going about their business online, looking for more of an experience... and comparing themselves to others with much greater ease. Today, there's a 'feel-good aspect' to all areas of customer and service management, which goes far beyond the norm and puts customer satisfaction firmly in the spotlight.

Let your customers play an interactive role in the service process, use them as valuable contributors, improve your communications and increase the transparency around your workshop visits. This doesn't mean more expense, but first and foremost, better process- and customer-management, where your customers are supported with all your skills and many years of experience.

As a medium-sized company and independent provider of integrated software solutions and services around core service workflows, we've made a name for ourselves over the past 25 years amongst car dealers and manufacturers as the partner of choice. We're proud to have over 54,000 users working successfully with our DMS-compatible SOFT-SOLUTIONS.

They all share the same belief that efficiency and customer focus are the keys to sustainable success and better operating results in the future. Better planning. Smarter working.

SOFT-SOLUTIONS: more time for customer relationships

Driving efficiency in service processes



Recurring work processes can differ from manufacturer to manufacturer, and even use different terminology - but they all have one thing in common: they offer potential for service improvements and enthusiastic customer perception.

Bookings and appointments are decisive in how car dealerships meet the increasing demands of their customers - and how service teams can manage customer expectations all the way up to vehicle returns and follow-up care.

SOFT-SOLUTIONS cover the entire process chain and significantly improve on all aspects of how services are judged today. Speed, engagement, reliability and pricing are transparent, while records of all work and documents are available both in desktop and mobile versions.

For example, service consultants can work through their checklists when accepting a vehicle, simultaneously recording any damage with the integrated camera function, documenting everything there and then in front of the customer. Selected services can also be mirrored on the dealership's management system, where required. This all saves time and money whilst avoiding duplicated work.

During servicing, both customers and service employees can see the status and current processing stage of vehicles in real time.

With SOFT-SOLUTIONS, the service process finally becomes a smart workflow...





Your service process

Bookings and appointments

Your customers can book service appointments however they like - by phone, email or conveniently online via your website. You can plan your workshop and mechanic capacities more efficiently, ensuring a constant flow of work. Status messages for each vehicle stage and repair process mean more transparent, streamlined and on-schedule services.



SOFT-SOLUTIONS supports these processes with the following modules:

soft-planning

Appointment and capacity planning, taking into account service consultant acceptance slots and workshop capacities.

soft-net

Online bookings and appointments, matching and arranging customer appointments with the service capacity of your workshop.

soft-agent

Needs-based support for your workshop with third-party scheduling.

soft-communicator

Connects and opens SOFT-SOLUTIONS with your internal telephone system when receiving incoming customer calls.

soft-expert

Comprehensive service scheduling and managing for your specialist units and departments.

soft-fleet

Administration of your own/external vehicle stocks for servicing spares, rentals and test drives, including all demonstration and company cars/fleets.

soft-rent

Planning for all mobility vehicles.

soft-wheeler

Organising seasonal hardtops, tyres and wheel conversions, alongside storage and valuations, price calculations and preparing quotes.

Your service process

Appointment preparation

Before service appointments, your customers will receive automatic reminders in line with their communication preferences, either by text message or email. Your service employees will be kept constantly up-to-date, as they can view all relevant customer data and their status in real time.



SOFT-SOLUTIONS supports these processes with the following modules:

soft-messenger

Customer information in terms of appointment reminders and vehicle statuses via text message and email.

soft-planning

Appointment and capacity planning, taking into account service consultant acceptance slots and workshop capacities.

soft-expert

Comprehensive service scheduling and managing for your specialist units and departments.

soft-fleet

Administration of your own/external vehicle stocks for servicing spares, rentals and test drives, including all demonstration and company cars/fleets.

soft-rent

Planning for all mobility vehicles.

soft-wheeler

Organising seasonal hardtops, tyres and wheel conversions, alongside storage and valuations, price calculations and preparing quotes.

soft-forum

An interdepartmental information and messaging system for tracking data and the different stages of work processes.

soft-confirm

Web application to notify customers of required order extensions.



Your service process

Service acceptance

With tight and reliable scheduling and capacity planning, service acceptance sessions that are prepared in advance can run perfectly smoothly - and also on mobile thanks to soft-pad. Registration plate logging offers a further step towards efficient and transparent process flows - perfect interaction between all service-related factors, just in time!



SOFT-SOLUTIONS supports these processes with the following modules:

soft-pad
Mobile vehicle acceptance on your tablet, including all the relevant data from soft-planning and soft-expert.

soft-planning
Appointment and capacity planning, taking into account service consultant acceptance slots and workshop capacities.

soft-expert
Comprehensive service scheduling and managing for your specialist units and departments.

soft-welcome
Professional customer presentations and marketing campaign visuals.

soft-fleet
Administration of your own/external vehicle stocks for servicing spares, rentals and test drives, including all demonstration and company cars/fleets.

soft-rent
Planning for all mobility vehicles.

soft-wheeler
Organising seasonal hardtops, tyres and wheel conversions, alongside storage and valuations, price calculations and preparing quotes.

soft-confirm
Web application to notify customers of required order extensions.

Your service process

Workflow handling

Detailed information from the workshop facilitates communications and workflows - having direct access to all your existing appointments and jobs helps fine-tune all your workshop services! This promises significantly improved availability, control and, not least, employee satisfaction.



SOFT-SOLUTIONS supports these processes with the following modules:

soft-workshop

Workshop availability with access to existing appointments/jobs for controlling your 'workshop' workflows.

soft-clock

Internal control module with time stamping for recording and identifying all staff, performance and movement data.

soft-planning

Appointment and capacity planning, taking into account service consultant acceptance slots and workshop capacities.

soft-expert

Comprehensive service scheduling and managing for your specialist units and departments.

soft-confirm

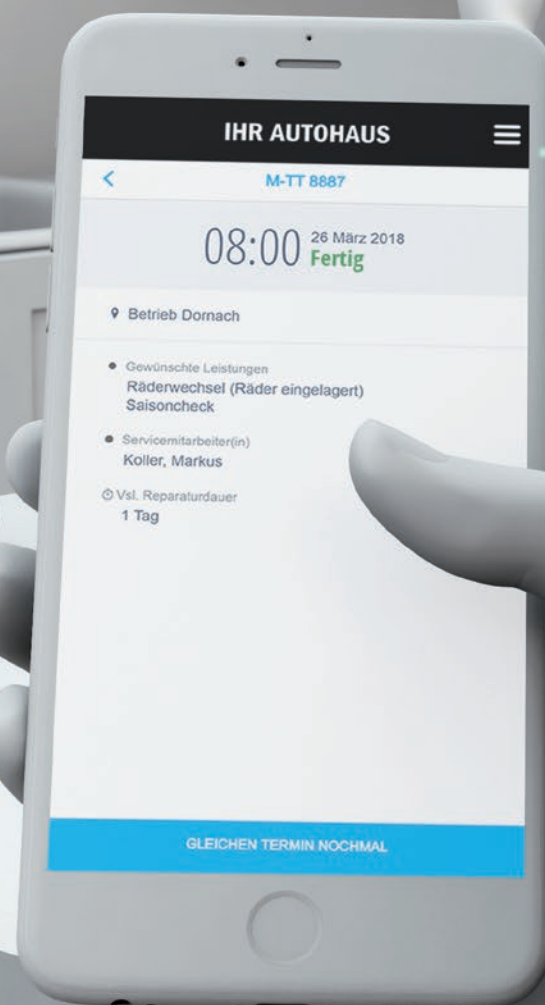
Web application to notify customers of required order extensions.



Your service process

Performance monitoring and notifications

Information rules are clearly defined with an automated completeness check ensuring proper in-house information flows. Misunderstandings are therefore eliminated and the number of queries reduced. This interdepartmental system compares targets and statuses and communicates them via soft-net online right up until the collection notification is issued to your customer.



SOFT-SOLUTIONS supports these processes with the following modules:

soft-net

Online bookings and appointments, matching and arranging customer appointments with the service capacity of your workshop.

soft-planning

Appointment and capacity planning, taking into account service consultant acceptance slots and workshop capacities.

soft-expert

Comprehensive service scheduling and managing for your specialist units and departments.

soft-messenger

Customer information in terms of appointment reminders and vehicle statuses via text message and email.

Your service process

Vehicle returns

Everything done perfectly, fully recorded and nothing overlooked. All the complex background interactions between various service workflows appear neat and tidy and clear to customers walking into the office... everything goes as planned and agreed. That's how car dealerships offer great customer experience...



SOFT-SOLUTIONS supports these processes with the following modules:

soft-planning

Appointment and capacity planning, taking into account service consultant acceptance slots and workshop capacities.

soft-expert

Comprehensive service scheduling and managing for your specialist units and departments.

soft-fleet

Administration of your own/external vehicle stocks for servicing spares, rentals and test drives, including all demonstration and company cars/fleets.

soft-rent

Planning for all mobility vehicles.



Your service process

After-care

We all know there are lessons to be learned from every service, and there's always something to be optimised. SOFT-SOLUTIONS supports you in your focus on customer satisfaction. Detailed questionnaires and tailor-made marketing campaigns will help your business perform even better.



SOFT-SOLUTIONS supports these processes with the following modules:

soft-troubleizer
Receive, process and manage all problems and complaints.

soft-marketing
Create, organise and implement bespoke after-sales marketing campaigns.

soft-planning
Appointment and capacity planning, taking into account service consultant acceptance slots and workshop capacities.

Before, during and after the service process - always improving

Evaluations and analysis

As a dealership manager, you always have your key figures firmly in mind. SOFT-SOLUTIONS makes life easier for you with a single overview of everything you need: web-based scalable and user-friendly, you'll be able to view selected data and recognise potential straight away. All SOFT-SOLUTIONS data is visually processed and provides a comprehensive analysis and evaluation, in-detail and in real time.



SOFT-SOLUTIONS supports these challenges with the following modules:

soft-analytics

Web application for visually processing SOFT-SOLUTIONS data with comprehensive analyses and evaluations.

soft-statistics

Various SOFT SOLUTIONS statistical data analyses to help you compare and control.

More information on individual software solutions can be found at www.soft-nrg.de





SOFT-SERVICES: only the right service makes a product a solution

Support, training, individual software? That's what we do



Almost all soft-nrg employees have previous professional experience in the automotive industry in both trade and servicing. We know IT projects in dealerships aren't just about processes, they can lead to significant improvements, that's why they have to be well planned and implemented with the necessary industry-specific commercial and technical expertise. Above all, the individual organisational structures of each car dealership must never be lost sight of - because even if all brand dealerships are unique - some are a little more unique than others.

It's often said that dealers first sell the car, then sell the service. And it's no different for us. Intensive support - from consulting on successful implementation to applied training on the ground - is therefore an integral part of all SOFT-SOLUTIONS projects.

We pay special attention to our users, considering their individual strengths and backgrounds. To optimally support you in introducing and managing our solutions, our soft-academy offers both general and bespoke product training, workshops and online seminars. These can be tailored precisely to the individual workflows and requirements of your dealership.

Whether you're considering a tailor-made software solution or an individual application... there's always someone with the expertise and experience ready to lend a helping hand with practice-driven, process-oriented and personal support.

Rapid support

What's the problem? Here's the solution

When questions become question marks, our help desk is here to provide rapid, simple and uncomplicated support. If you don't have access to your own remote maintenance and support solutions, you can download our licensed program from our website. Your problems will be solved live, online and at (practically) any time of day...



Only with great service does a product become a solution

soft-support
SOFT-SOLUTIONS Users can access encrypted support and smart data transfers via our online support portal quickly, easily and securely.





Guidance and resources

Planning paves the way. Advice shows the goal

Are you thinking about upgrading your existing software environment? Are you considering adding process-optimising workflows to your service process organisation? Together, we'll help you define the required profile, advising and guiding you responsibly from A to Z. In addition to detailed IT and product knowledge, our consultants offer a range of industry-specific expertise and speak the language of your service staff.

Incidentally, as an impartial and independent software provider, we make sure that SOFT-SOLUTIONS operates in total harmony with all your current programs and developments. From well-known DMS products to specialist software from car dealership service providers, SOFT-SOLUTIONS communicates with over 250 different interfaces in a stable and reliable manner.

We have developed solution packages for a variety of automotive brands, some of which you may already know about under a different name. Tell us about your brand and we'll send you an up-to-date overview. We're the development and training partner for a wide range of manufacturing brands.



Only with great service does a product become a solution

soft-consult
Every dealership is a multi-layered organisation that exists and operates under its own unique conditions. That's why our consultants work to your real-life requirements and circumstances. Our consultancy expertise involves integrating SOFT-SOLUTIONS within your environment, as well as modifying and customising your existing software.

No such thing as too much knowledge

Training drives success

Most people can work with computers nowadays, but competent mastery of process-supporting software tools is something that needs to be properly taught. That's where we come in, with a comprehensive range of measures, including providing basic training, on-the-job learning with practical user support, various online seminars, as well as training that can be carried out either on your premises or in our dedicated training centre in Munich, Germany.



Only with great service does a product become a solution

soft-academy

Are you thinking about individual training sessions on your premises? Our experts have the required industry knowledge to be able to offer a wide range of opportunities that can make your employees more professional and more motivated. We also develop customised training concepts and even run training sessions on topics that aren't directly related to our software products.



Successfully implementing digital change

Now your ideas can see rapid development

At a time when digitalisation is putting the traditional dealership-customer relationship to the test more than ever before, businesses are drowning without the right strategic direction and technology in place. We can help make your business more competitive with modifications to our proven SOFT-SOLUTIONS, as well as individual software development.



Only with great service does a product become a solution

soft-lab

Take advantage of our many years of IT and business development expertise and follow in the footsteps of other well-known car manufacturers, alongside over 54,000 users worldwide. For more than 25 years now, our software specialists have worked in close cooperation with our customers to develop tailor-made and future-proof software solutions that enable car dealerships to realise their potential far beyond the norm.

For more information on this or any other topic, please contact us on **+49 89 452280-0** or **info@soft-nrg.de**

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automobile business solutions