soft-marketing

Bringing tired markets to life.

PARTS MANAGEMENT

APPOINTMENT PLANNING

CUSTOMER RELATIONSHIP MANAGEMENT

ANALYSIS

WORKSHOP MANAGEMENT

FLEET MANAGEMENT

BUSINESS ORGANIZATION
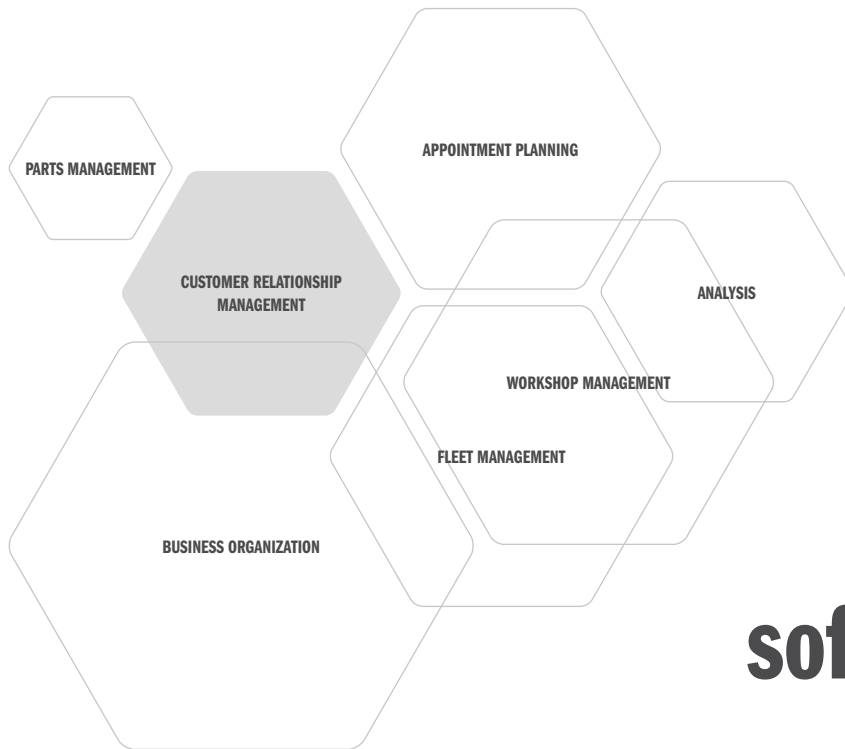
soft-marketing

soft-marketing facilitates the creation, organization and implementation of after-sales marketing campaigns with end-to-end transparency – from the objective-setting stage right through to the measurement of results. You select target groups for your marketing campaigns from other soft-solutions, set objectives and can record feedback and check up on progress at any time. Consequently, the results of this systematic, target group-oriented cultivation of the market can be quantified and qualified. Marketing like this brings tired markets to life.

- Easy creation of customized marketing campaigns on the basis of your customer and vehicle data and data from other SOFT-SOLUTIONS

- Pinpoint target group definition on the basis of freely combinable selection criteria and the option of exclusions – and also taking into account the stored privacy statement

- Export for mail merge or further processing in other programs using email or SMS text systems

- Separate section for recording feedback with a percentage progress display and statistics functions for measuring success
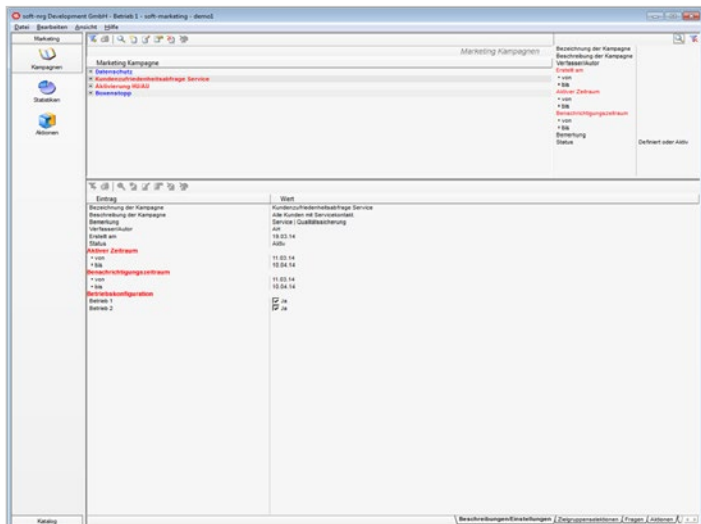
soft marketing is divided into the sections „Marketing" and „Catalog". Within „Marketing" you have the possibility to create, edit and delete campaigns. There you can also create statistics and access your actions. The „Catalog" is used for creating templates for your campaigns. You can create predefined questions, answers and selections.

To create an action, at least one question within the campaign must be defined. The Action status will give you feedback on how many customers of the target group answered each (or several) question (s) and how many have not yet responded. You can create as many questions within a campaign and save them in the catalog in order to use them later.
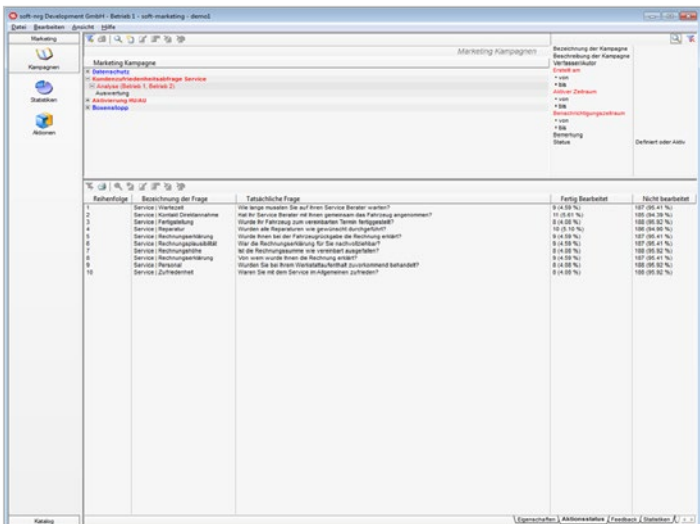
In statistics, you will receive feedback on the ratio of the possible answers compared to one another. In addition, the records which have given a definite answer can be displayed. E.g. if you have created an absolute automatic statistic, your evaluation is broken down to the questions and corresponding answers and displayed with the respective results.
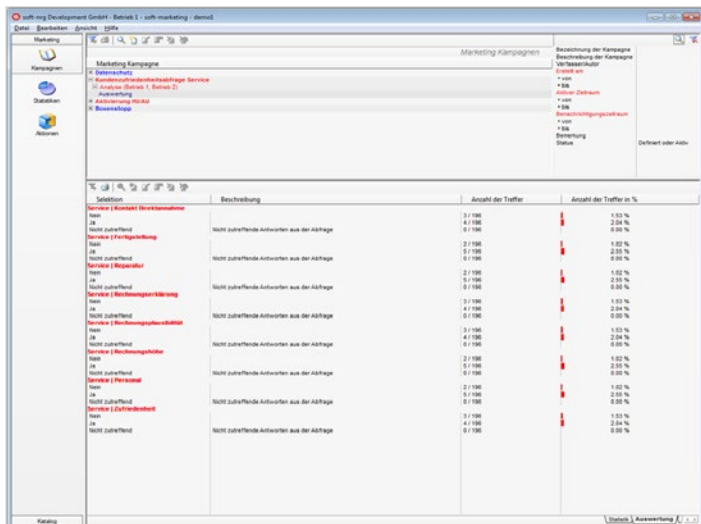
SOFT-SOLUTIONS

soft-planning

Service appointment planning taking into account the check-in intervals of service advisers and workshop capacities.

soft-expert

Comprehensive service appointment planning and management for your specialist departments.

soft-communicator

Opens SOFT-SOLUTIONS and sets up a link to the dealership's telephone system when there is an incoming customer call.

soft-pad

Mobile vehicle check-in functionality on an tablet, including all of the relevant information from soft-planning and soft-expert.

soft-net

Car dealership app that synchronizes and schedules appointments online, while matching customers' requests to your workshop capacity.

soft-agent

Requirement-based support for your workshop for third-party appointment planning.

soft-workshop

Workshop planning with access to existing appointments/orders for the management of the subsequent workshop process step.

soft-clock

Internal controlling module with clocking in/out for recording and identifying all staff, performance and transaction data.

soft-confirm

Web application to notify customers of required order extensions.

soft-wheeler

Organization of seasonal hardtop, tire and wheel stock, including storage, analysis, price calculation and quotation preparation.

soft-rent

Planning of all vehicles to ensure customers remain mobile.

soft-fleet

Management of a dealership's own and external vehicles, e.g. for courtesy cars when customers' cars are being serviced, rental vehicles and vehicles for test drives, including all demonstration cars and company cars or fleets.

soft-troubleizer

Recording, editing and management of all complaints and claims.

soft-marketing

Creation, organization and implementation of customized after-sales marketing campaigns.

soft-welcome

Professional customer presentations and display of marketing campaigns.

soft-messenger

Customer appointment reminders and vehicle progress reports by SMS text message.

soft-forum

Cross-departmental information and messaging system for tracking information and processing steps.

soft-statistics

Statistical analyses of a variety of SOFT-SOLUTIONS for comparison and monitoring purposes.

soft-analytics

Web application to visually prepare SOFT-SOLUTIONS data with extensive analyses and evaluations.