

# Konica Minolta IT Solutions Czech Automotive CRM

[kmits.cz/MicrosoftAutomotiveCRM](https://kmits.cz/MicrosoftAutomotiveCRM)



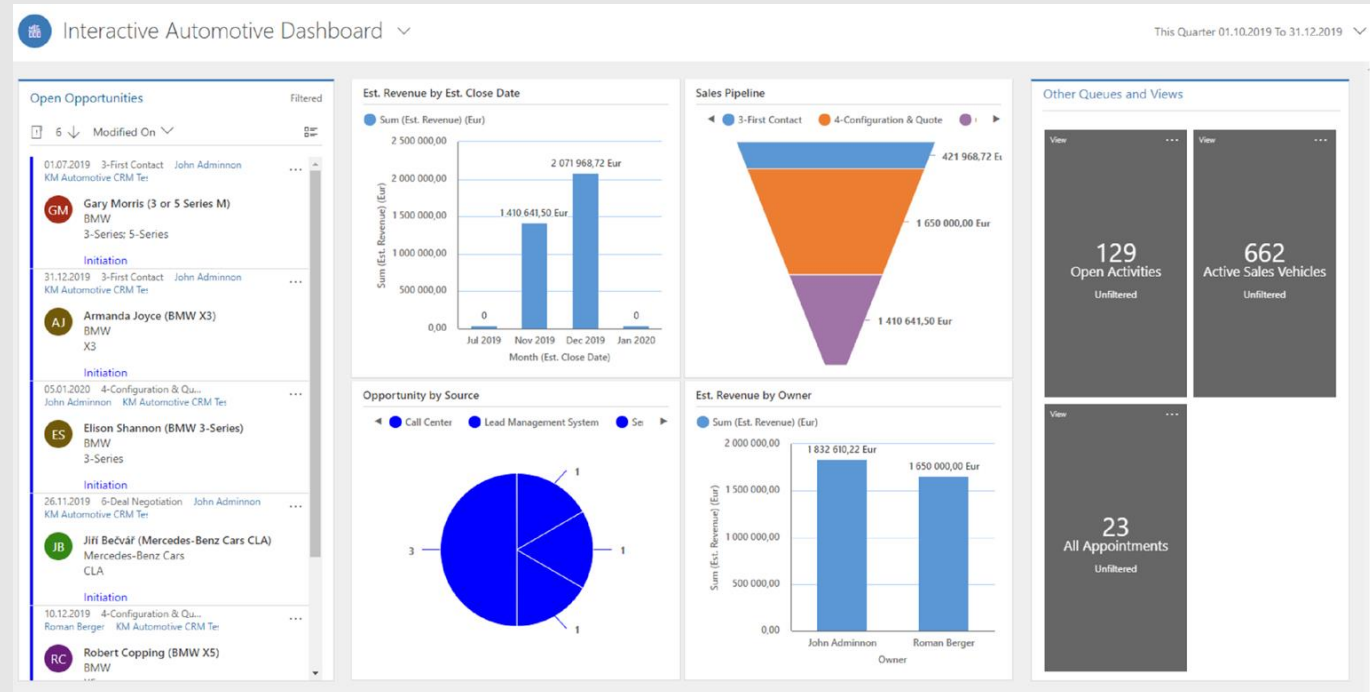
KONICA MINOLTA



# How can vehicle dealers transform their sales?

Vehicle dealers are challenged by expectations of modern vehicle buyers. Customer journeys leading to a vehicle purchase span across multiple communication channels and customers always expect consistent premium care.

Konica Minolta Automotive CRM has been designed together with prominent vehicle dealers leading the transformation of their sales model to reflect buying behavior of today's customers.

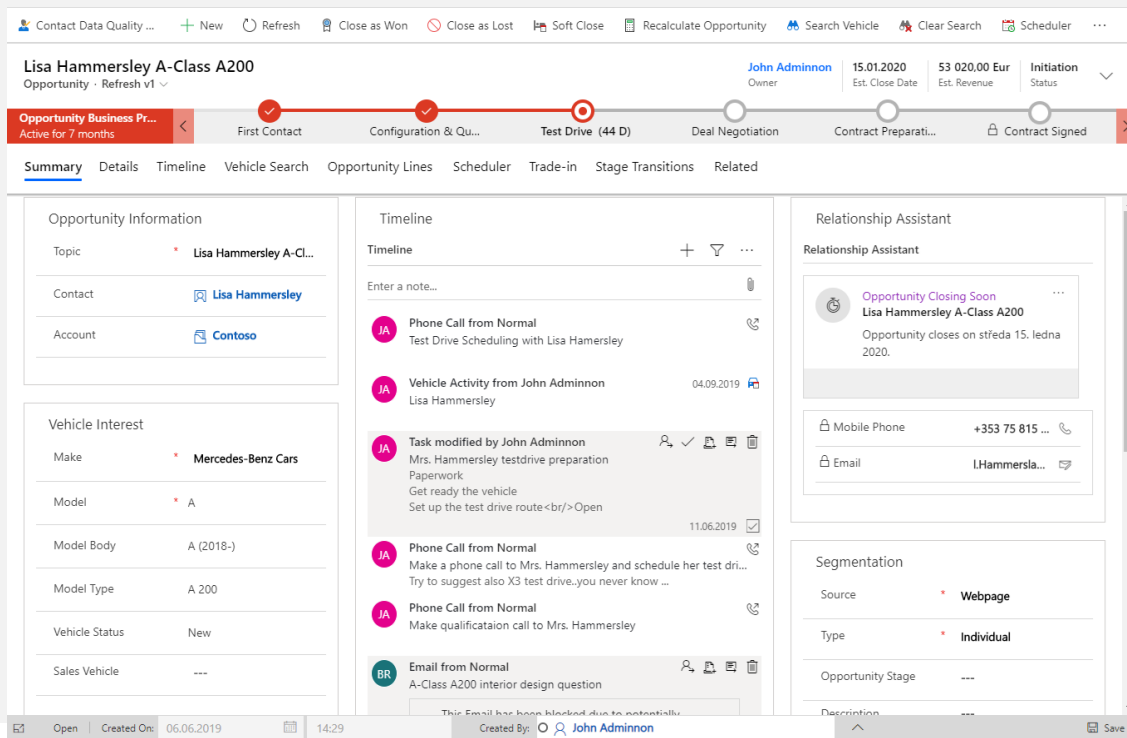


## THE CHALLENGE

Vehicle dealers are facing a substantial change in their sales model. Today's buyers are very demanding about service quality and strong competition in the market gives them the flexibility to choose from many different options. They want to use various communication channels and they expect instant responses to their inquiries that reflect the complete relationship that includes previous vehicle purchases, services and other interactions. At the same time, the salespersons are overloaded with many communication streams and administrative tasks. They often lose focus on the right topics and forget to take care of their customers, which could lead to the loss of business.

## THE SOLUTION

Konica Minolta Automotive CRM connects all communication channels and customer data from all data silos, combines it with intuitive sales tools to and provides it to your sales team at their desk, on a mobile phone or within Outlook. The salespersons see up-to-date context and history of the customers and can immediately take proper action. Important milestones are automatically reminded in order not to forget timely communication with the customers. Dashboards and relationship assistant help salespersons to focus on the important activities.



# Konica Minolta Automotive CRM

A powerful tool for managing your entire sales process, all the customer interactions including monitoring performance across all touchpoints and sales channels.

## DRIVING SALES

Assign and qualify **lead** received from various channels.

Drive sales **opportunity** – search for the right vehicle and reserve it, book a test drive, plan follow-up, win the deal.

Manage **trade-in** of a current vehicle. Perform vehicle evaluations and offer the right trade-in price.

Close the business with **sales contracts** – plan vehicle handover, record details about financing and planned vehicle replacement.

## MANAGING CUSTOMER RELATIONSHIP

Get **reminders** to **follow-up** vehicle sales with satisfaction calls and to regularly contact your customers on birthday and vehicle sales anniversary.

Use **customer 360°** view with all activities, vehicles, sales and service transactions, opportunities, marketing activities consolidated from all relevant systems.

Keep **loyalty** of customers by starting sales discussion to replace a current vehicle at the right time.

## MODERN & INTEGRATED

Work with the solution on **desktop, tablet or mobile phone** at the showroom or on the go.

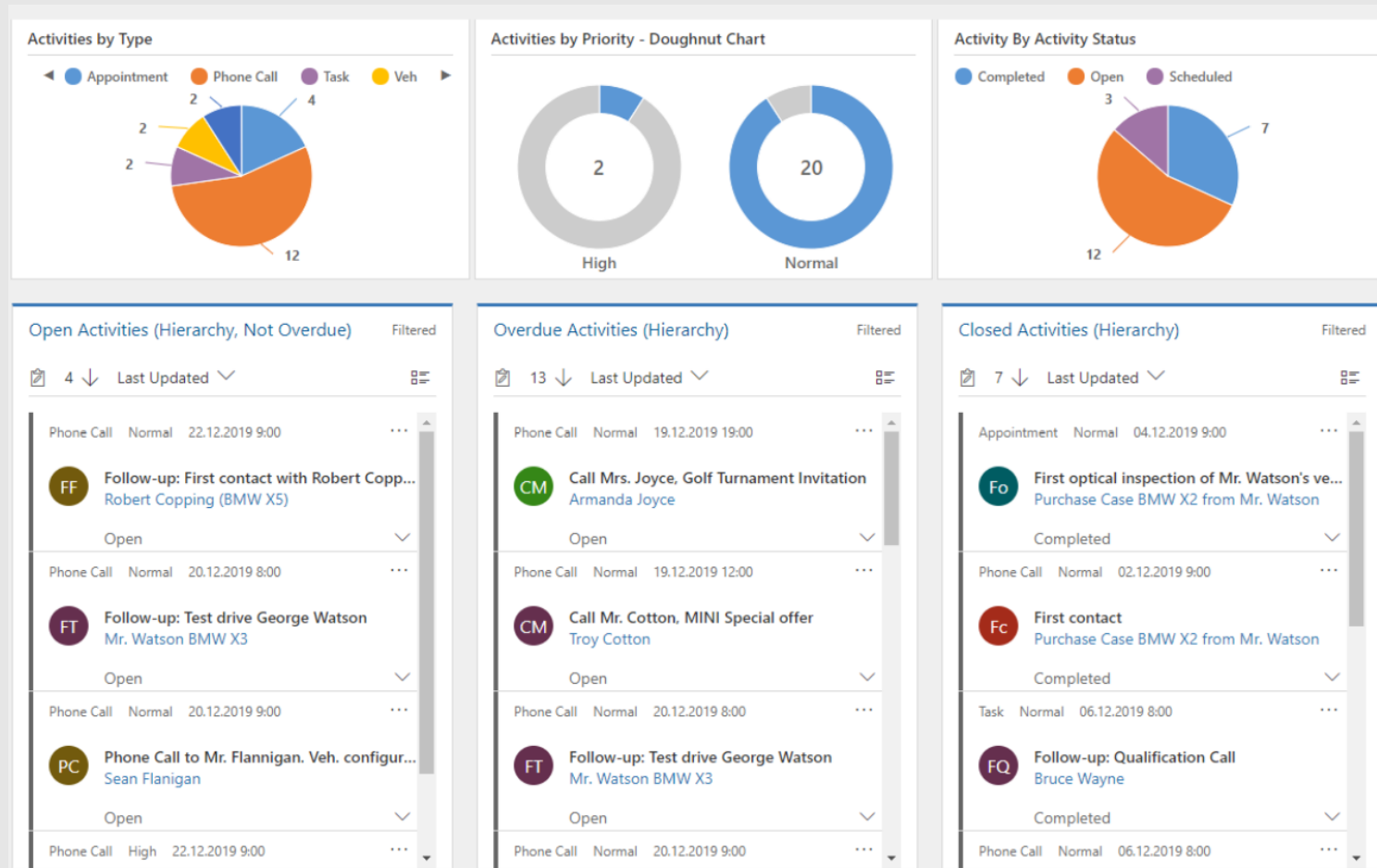
Benefit from seamless integration between Automotive CRM and **Microsoft Outlook** – create a new lead from received email, complete activities planned in Automotive CRM.

Use rich **reporting** capabilities of **Power BI** to evaluate your sales pipeline, analyze conversion rates and monitor sales team performance.

Process **data from various channels and systems** – e.g. leads from web, service history from the dealer management system.

# Automotive CRM on Dynamics 365

Konica Minolta Automotive CRM is a modern cloud solution built on Dynamics 365 and Power Platform, so it benefits from the latest technologies delivered by Microsoft and extendibility by solutions from the partner network.



## DYNAMICS 365

Dynamics 365 Sales is the basis for the complete sales process of vehicle dealers, custom parts are used to make the full match. Native Office 365 integration enables using documents, document management, collaboration and other features. The solution can be extended by integrating with other Dynamics 365, e.g. Dynamics 365 Marketing and Dynamics 365 Customer Insights.

## POWER PLATFORM

Built on Power Platform, Automotive CRM utilizes the features brought in by Microsoft. The solutions can easily extend further with process automations built in Power Automate, custom application tailored to specific dealers' needs built in Power Apps and extended reporting in Power BI for specific executive analytics.

## AZURE

The solution was born in Azure and it benefits from scalability and security of the Azure cloud. Implementation of the solution requires no new infrastructure and it offers high availability and from any place. The solution can be infused with advanced intelligence using Azure technologies in fields of Machine Learning and Artificial Intelligence, e.g. for analyzing customer behavior patterns and suggesting next best action.

# Konica Minolta Automotive CRM at BMW Invelt

Company **Invelt** gained an extensive overview of the lead management, the reservation of vehicles, the test drive planning views of the service transaction data, where users can work with customers. Konica Minolta Automotive CRM helps with the option of booking a vehicle for a test drive or sale or finding information about the client whom the company wishes to address, all in one place.



## INVELT'S VISION

Vehicle dealers are challenged by expectations of modern vehicle buyers. Customer journeys leading to a vehicle purchase span across multiple communication channels and customers always expect consistent premium care. The management team at BMW Invelt had a clear vision of how to transform their business to adapt to the changing expectations and they decided to implement Konica Minolta Automotive CRM to drive the change.

## MAIN BENEFITS

- 360° view on customers consolidating data from all systems and channels.
- Better overview and management of the sales process.
- A flexible and robust solution that drives the transformation of the company.

## FILLING THE INDUSTRY NEEDS

Konica Minolta Automotive CRM is a powerful tool for managing the entire sales process, all the customer interactions including monitoring the performance across all touchpoints and sales channels. It has been designed together with visionary vehicle dealers to fit the industry needs and to help to transform their sales model reflecting buying behavior of today's customers.

# Contact us or try the Test Drive on AppSource

Call for more information: +420 245 000 020

Ask a question via email: [AutomotiveCRM@konicaminolta.cz](mailto:AutomotiveCRM@konicaminolta.cz)

Learn more: [kmits.cz/MicrosoftAutomotiveCRM](https://kmits.cz/MicrosoftAutomotiveCRM)

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