

Crosscode Customer Lifecycle Management Platform(CLM) for Automotive domain

An enterprise wide information backbone that generates relevant customer interaction opportunities at the right time for the dealership, with integrated multi-media communication suite.

Crosscode CLM Platform

Crosscode CLM Platform for the Automobile dealers, is an enterprise wide information backbone that generates relevant customer interaction opportunities for the dealer, at the right time & also provides the means to communicate the same to the customer over call, SMS, email, mobile apps, etc.

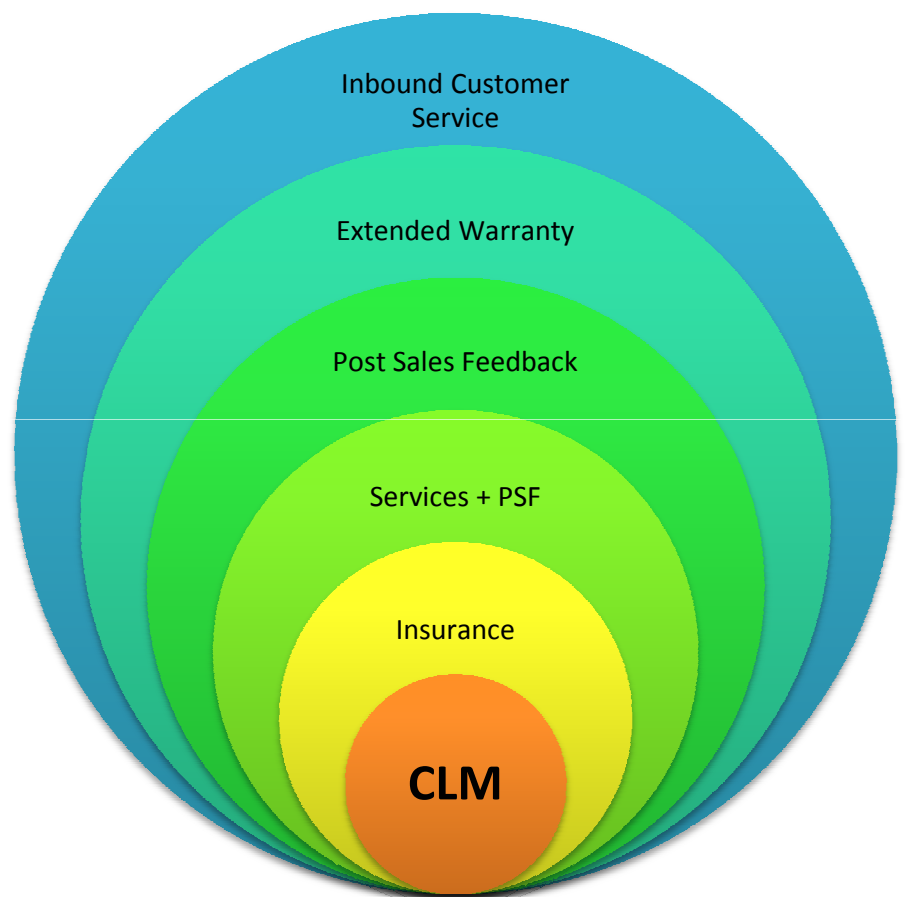
Thus helping the dealer to engage smartly with the customer & to build necessary customer loyalty which leads to increased **Repeat, Recurring & Referral** business.

This 3R business model, is the key to sustainability & long term growth.

We would invite you to view our short & crisp [CLM Introduction on Youtube](https://youtu.be/yrjYo0y_Lpk) (if click does not work, copy & paste link - https://youtu.be/yrjYo0y_Lpk)

Been there, done that

- CLM has been implemented for a Maruti dealership who wanted to have tele-calling **operations distributed across outlets/locations**.
- CLM has been implemented by a group having 5 brands, for a **centralised call center catering to all brands** using different phone numbers.
- CLM is the only platform in its domain, that can be implemented **on-premise as well as given as a cloud** service.
- CLM is **compatible** to the DMS & processes across **all leading brands** in India.
- CLM is the only platform which has been **integrated with the Siebel based DMS** of a global luxury car manufacturer.
- CLM recently **signed on** for one of the **top 3 Maruti dealerships** in the country.



Dealer needs catered to using Crosscode CLM

Benefits list

Easy accessibility

- Cloud based – no systems, IT overheads.
- Premise based – centrally hosted on private network

Integrated communication

- Phone based communication
- SMS gateway provision with short/long codes for receiving.
- Email integration with public or private mail services.
- Mobile apps – API integration with 3rd party apps.
- Web integration – with web forms or hosted 3rd part services.
- **Do more contacts, make more conversions.**

Lead generation

- Based on dealer or outlet specific business rules.
- Works on all data sources – DMS, intranets, Excels, ERPs, etc
- **Saves marketing expenses.**

Ease of use

- Uniform user interface (UI) across all departments
- Intuitive automobile specific UI, so no training needed
- **Save manpower & training costs.**

360° customer view

- 1 screen shows all available customer information.
- No scrolling, no tabs, no navigation. 1 click access to details.
- **Higher First Call Resolutions, less call times, make more calls.**

Faster process flows

- Real time status updates, leads to faster responses.
- No process bottlenecks.
- Seamless data flow between processes / departments.
- **Turnaround customer requests & services faster.**

Close monitoring

- Real time dashboards, reports, MIS to monitor activities.
- Remote monitoring possible
- **Leads to increased productivity**

Audit & accountability

- All activities – calls, emails, sms are logged with timestamp
- 100% voice recording available
- **Secure data & business plans.**

Business enabler

- CLM is a true business enabler platform.



Add-on modules

- **eCLM** – this is a mobile browser based CLM module that is useful to automate field activities like cheque collections, data verification, pick-drop, etc. Works out of any standard Internet dongle.
- **CORE** – a cloud based unified reporting interface, that generates HTML, PDF or XLS views of various CLM data. It also creates charts & can be viewed on any device.
- **IVRS** – intelligent IVR call flows can be implemented as per requirements. Can be used for CSAT surveys, feedback calls, reminders, alerts.
- **Net Promoter Score** – analyse your feedback ratings to identify your promoters & detractors.
- **TV Display** – critical real time parameters can be displayed on overhead TV monitors.

Intuitive dashboard of the latest AutoCLM v2.0



Performance Metrics
(chart view, day/week/month view)

New 1278	Follow-Up 3 / 3
NewByAgent 10	Appointment 13
Today Appointmnets: 0	
Tomorrow Appointments: 0	

Different
users

Different
tasks

Due 1106	Follow-Up 12 / 12
Appt-Follow-Up 0	Appointment 7
Today's Appointments: 0	
Tomorrow's Appointments: 0	

The dashboard is divided into several sections:

- Sidebar:** Contains icons for Dashboard, Telephony, Open Items, Unread Chats, and Alerts.
- Performance Metrics:** Similar to the first dashboard, showing gauges and call statistics.
- Task Management:** Includes buttons for Assigned, Completed, All Task, and Altered.
- Tasks Table:** A table listing tasks with columns: OwnerId, Process, TicketId, Status, Type, ExpiryDate, Name, VIN, RegnNo, and Agent.

OwnerId	Process	TicketId	Status	Type	ExpiryDate	Name	VIN	RegnNo	Agent
79	IN	7442	NewByAgent		16 Aug 2015	N.VENKATESH REDDY	MALAB41CLEM043989	KA03MU4413	agent1
82	IN	7443	Lost		07 Aug 2015	VENKATESH MADIHALLI	MALCU41DLEM175260	KA04MN879080790	agent1

All-in-one dashboard

Some screen shots of the latest AutoCLM Ver 2.0

Dashboard

Telephony

Open Items

Unread Chats

Alerts

SREENIVAS

FLAT NO 210,, LAALAVENDER..
BANGALORE
560068

HYUNDAI GRAND I10 ASTA (O) 1.2 BSIV

NA
KA51ME9113
MALA851CLEM059827

4675

First-Time Appointment
T7821TD8054

Info

Owner

Car

Policy

Jobcard

Interactions

Invoice

Tasks

Insurance
Due - 20 Jan 2015
InProc, Appointment

Warranty
Due - 31st Dec 2014
Extended - 2 Yrs

Lead
Resale Old Car
Pitch for new offers

Complaint / Request
Open:10
Severe:8

Insurance

Policy Due
No previous policy found

Policy Expiry Date
20 Jan 2015

Info Notes Altered Assign

Note

Comment *
Registration No.
KA51ME9113

Status *

Show All

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- 360° customer profile; Know your customer before talking to them.
- Provide useful info; deliver a wow experience to customer.

- Tasks = opportunities; generated based on business rules.
- Intelligent task management with interaction history

- Click to call, sms or email; no copy – paste, no time waste.
- Task specific dispositions; disposition specific to-do list.

Info

Owner

Car

Policy

Jobcard

Interactions

Invoice

Id	Uploaded	Service Date	JobcardNo	SRTypename	Mileage	Outlet	UpdatedBy	View
161617	11 May 2015 04:46:04	09 May 2015	R201504768	Running Repair	28048	KLN		👁
237804	14 Jul 2015 03:28:42	29 Apr 2015	R201504028	Paid Service	27349	WF		👁
39172	14 Mar 2015 06:15:50	22 Mar 2014	R201403171	Running Repair	19883	KLN		👁
68035	16 Mar 2015 08:11:38	09 Mar 2014	R201402024	Running Repair	10901	WF		👁

First Prev 1-4 of 4 Next Last

Tasks

Service
PMS, 03 Oct 2015
InProc, FollowUp

Warranty
Due - 31st Dec 2014
Extended - 2 Yrs

Lead
Resale Old Car
Pitch for new offers

Complaint / Request
Open:10
Severe:8

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Service

Last Activity
29 Apr 2015, PAID SERVICE, 27349, WF

Current Activity
03 Oct 2015, PAID SERVICE, 37349
Bangalore, 131 , Mileage
agent3

Previous Comments

Contacted

Assign

ApptHistory

LevelCount	Date	Time	CType	Status	Priority	Disposition	FollowUpDate	AlteredBy
1	26 Nov 2015	19:12	WARM	FollowUp	FollowUp	NUMBERBUSY	26 Nov 2015 07:22:18	agent3
0	05 Oct 2015	19:23	NEW	New	DUE			DMAAdmin

First Prev 1-2 of 2 Next Last

Follow Up date: : 26 Nov 2015 07:22:18

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CLM will bring in intelligence, you will bring in the human touch, to deliver a wow experience

Why Crosscode?

- A **technology** that molds itself to your current and future requirements in terms of capabilities, features, scale & reliability.
- A **commercial model** that is honest and mitigates the risk of a substantial financial investment.
- A **team** that has the necessary expertise and experience on the implemented platform and the automotive domain to provide solutions that are effective and productive



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