



INTRODUCING CCP: THE CUSTOMER CARE PROGRAMME

Designed for the
Motor Vehicle Industry

Whether you are a manufacturer or dealer you will need to be aware of CCP's Customer Care Programme, designed specifically for the motor industry. CCP sits alongside and supplements any existing Dealer Management Systems, reaching out beyond the showroom doors to increase sales and maximize customer retention to keep CSI scores at the top of the league.

Even with the finest of showrooms and products, meeting the service expectation levels of the modern vehicle owner is challenging. It is often difficult to satisfy visitors even while they are within the dealership boundaries. They command time and unless they get it, they feel undervalued which all too often result in clients migrating to competitors.

But customers do not visit the dealerships often. It's common nowadays that a dealer will only see a customer once a year or less. By the time the first MOT is due the customer may have re-located, chosen to use an independent for servicing, or even changed brand.

CCP's Customer Care Programme, was developed to ensure that customers were made to feel 'special' without applying additional pressure to the hardworking staff at the dealerships by ensuring that customers, old, existing and new, will always be reliably managed.

CCP tracks the customer not the vehicle, making certain they are marketed appropriately, and their details are always accurate, which is vital to keep ahead of hungry competitors. The valuable intelligence gathered minimizes the risk of losing sales opportunities, as CCP will alert the relevant persons in the dealership of any changes to a customer's status, requirements, plans and satisfaction levels.

CCP's highly trained CCP teleagents will keep in regular contact with thousands of prospects and customers for good reason, leaving them feeling valued, thus building loyalty through care. But CCP is not just a contact centre. It's a fully integrated CRM and communication system, with call recording, email and document storage which keeps customers accurately informed of your ongoing services, as well as all the latest products that you may wish to promote.

CCP's Reception module relieves the relentless pressure of having to take large volumes of calls and dealing with voicemails, and texts, leaving staff free to focus on the people that have visited the showroom. All calls are answered by a person and the callers greeted by name. Customers are also able to get updates on the progress of their purchases, or service status without disturbing the workflow in the dealership.

Every dealership has far more customers than staff, so ensuring that every customer or prospect is receiving professional and competent attention, with a reliable point of contact at all times make dealing with a business for more pleasurable and effective, with a positive effect on the CSI.

CCP is a 'pay as you go' comprehensive customer management service, which drives business growth and improved profits for the dealer from a combination of proactive customer acquisition activity, a customer loyalty and retention programme, and maximization of service and MOT revenue, while improving CSI results.

Can CCP be customized to suit any type or style of dealership?

Yes, CCP is fully customizable to suit the particular style and needs of any business.

CCP provides a comprehensive CRM structure, but it is able to be customized quickly and seamlessly to suit any preference and style. As a business changes or develops, CCP is able to keep pace with those changes, always keeping things all fresh and new.

Is CCP able to cope with multiple dealerships in a group?

CCP is specifically designed to be limitless in capacity, and completely flexible in configurations. Group Dealerships are able to operate totally independently or with varying elements of access, controls or restrictions dictated from a central point. The permutations are infinite and are able to be changed at will, quickly and seamlessly.

Will CCP handle multiple franchises in one dealership?

It will. The customer data can be held in separate data bases or together. If the customers are all in one database they are segregated, but authorized staff are able to re-position the customer, along with all the historical information should the need arise. It's perfectly possible for staff member to be granted temporary access to a customer that is not normally in their data base.

For what reasons would CCP contact a customer or prospect

According to The Harvard Business University, *"customers enjoy businesses that know them"*. There is much to know about customers, but it's important that they do not feel interrogated. It's most probable that a dealer knows quite a lot already, but circumstances change.

Talking briefly with a customer three to five times a year will ensure that they feel valued and that the dealership is well informed and able to offer the best possible customer service.

So there many reasons to call, including service and MOT reminders, event invitations, courtesy calls, new product introductions, birthdays or other significant events that might arise in conversation.





Is it possible to segregate customers?

Customers may be prioritized or grouped for many reasons, such as privately owned, contract hire, fleet and business. It depends on the individual preference of the dealer. CCP provides complete flexibility so specific groups of customers can be identified instantly. The search functions will instantly find the customers or prospects.

How is the dealership staff notified of changes in customer circumstances?

Only significant events are notified, but even small events can be important. The dealers can dictate what they prefer to hear about. Changes or requirements are notified by brief email to the appropriate staff in the dealership, they can then open the record to get more detail.

Does CCP comply with GDPR?

Yes completely. CCP takes data security seriously. Where necessary, dealers are able to allow the customer access to their record and only the fields of information to which they are entitled to view or edit.

The dealer has the option to allow the customer to view additional information if required. For example the chronological notes of the progress of an order or a major repair.

Can every department see the same customer information?

That depends on the way the system is configured. Every dealer is able have the system configured as they choose. In this respect, CCP is completely flexible. For example it might be that all users can access certain fields of information in all records, but only certain people can access others. It's just a matter of the dealers' preferences and those can be changed very quickly.

The screenshot displays the CCP interface with a sidebar on the left containing navigation links: Message Box, My Profile, Reception, Leadgen, Survey, Appointment, CRM, and Finance. The main area shows a customer record for Robert Adamson, with fields for Record ID, Title, Forename, Surname, Position, Accreditation, TPE, Reason req'd, Reason req'd, Contact Notes, Contact Ref, Owner ID, Group ID, Business, Address, Postcode, Email, Work Tel, Alt Tel, Home Tel, Valid, Contact Verified, and Scheme Verified. Below the record, there are sections for 'Service & MOT' and 'Supplier'.

Field	Value
Record ID	318223
Title	Mr
Forename	Robert
Surname	Adamson
Position	Director
Accreditation	
TPE	
Reason req'd	
Reason req'd	
Contact Notes	
Contact Ref	
Owner ID	
Group ID	Demo Motor Dealer
Business	ABC Ltd
Address	1 The Street The Area The Town
Postcode	TH11 1QW
Email	info@theccpnetwork.co.uk
Work Tel	01454 44150
Alt Tel	
Home Tel	
Valid	
Contact Verified	
Scheme Verified	

Service & MOT

Field	Value
1. Owned By	Company Owned
2. Acquired	17/10/2016
3. Mileage	86,000
4. Next Service Mileage	100,000
5. Next Service Date	03/12/2018
6. Next MOT Date	31/01/2019

Supplier

Who is the person in the dealership that has overall control of CCP

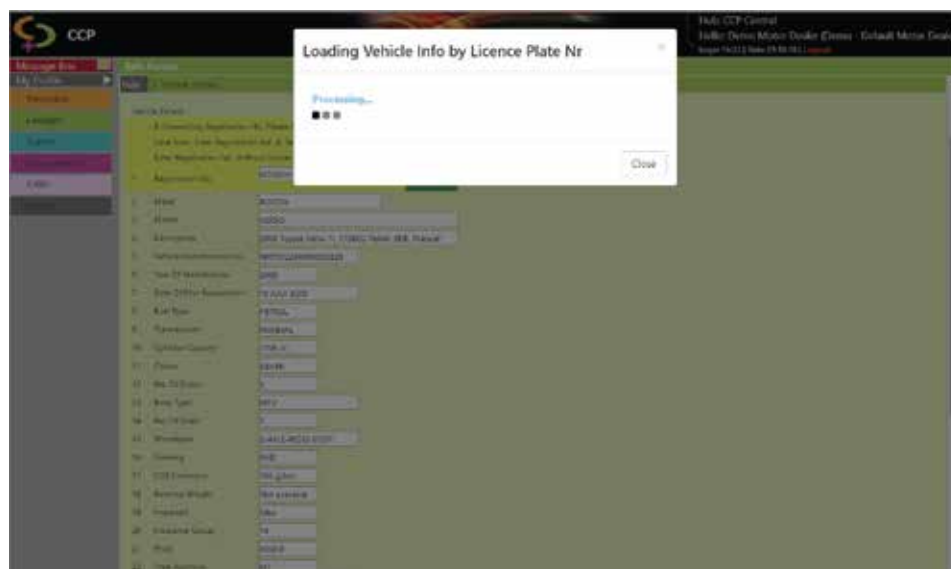
CCP assigns a 'prime user' and it is that person that carries full authority to add other users and control the access and permission rights of others. Every user has an individual username and password. All notes recorded on the customer records are date and time stamped with the person who made the entry.

Is able to CCP lookup vehicle information?

Yes, it's essential that where ever possible, when talking to a customer or prospect that we capture the most accurate information possible on the vehicle they currently own or use. CCP has a DVLA Search function that will retrieve latest known vehicle details via the vehicles Registration Number.

Will CCP generate new customers?

Yes it will. As well carrying out soft surveys in the areas near the dealership to gather intelligence on private and business vehicle owners and pull them into the dealership, it will also follow up leads from manufacturers national campaigns, support and report on co-funded showroom events, and email-telephone fleet customers. CCP's marketing is carried out ethically, morally and legally.

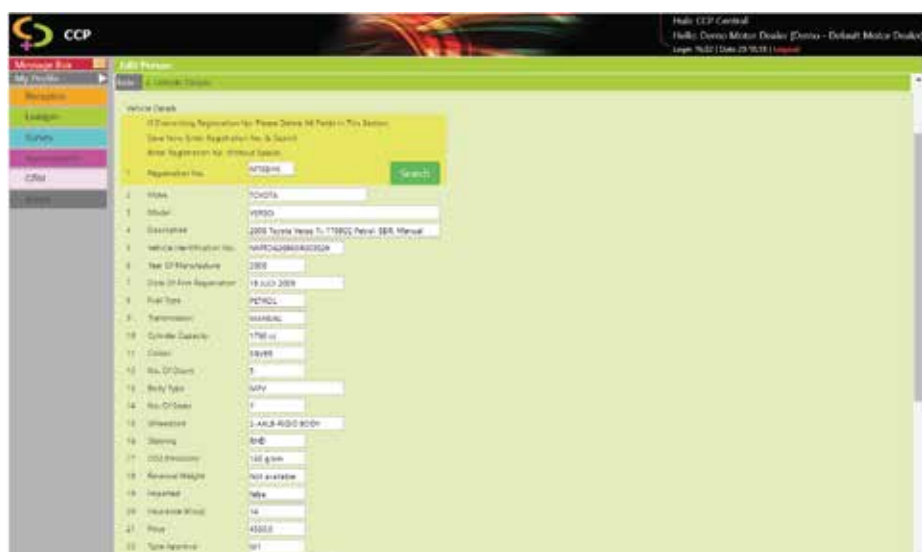


Are dealers able to choose their preferred teleagents?

Yes. CCP encourages dealers to invite the CCP teleagents to the dealership to meet the staff and learn about the operation. The teleagents then become part of the team and be able to talk knowledgeably and confidently. CCP has found this system to be very effective indeed.

Is CCP able to deliver marketing emails?

CCP has an advanced email system. Logos and promotional material can be embedded for a professional look. It is possible to attach documents and collateral from the CCP Document Library. The information in the body of the message is populated from the CRM to ensure they are fully personalised. CCP tracks and reports on every delivery.



Is CCP able to handle event invitations?

Absolutely. CCP has an 'Events' module that is fast and efficient. As the invitation process takes place the Dealer is able to monitor the progress in real time, so they are always of the attendance levels. CCP will also send out collateral such as e-tickets, itineraries and route instructions.





How about inbound call handling?

The 'Reception' module in CCP is almost certainly the most advanced call handling system ever. Callers are greeted by name and recipients are able to dictate exactly how they wish each caller to be handled. If the call is not redirected then a message is taken. The call recording is immediately available to the recipient to avoid the inaccuracies of transcription. The call handler may be enabled to access to the callers' data record to add notes, relay information or update the information. A demonstration of Reception is highly recommended.

Will CCP cleanse the existing data?

A major benefit of using the CCP systems is that it will identify the current status of all of the 'customers' on the ledger. All CCP records carry a 'verification' flag so dealers are able to update the DMS ledger with the latest information.

Is CCP complicated to implement.

Not at all. Dealers are able to implement CCP in stages, to assist with the most pressing issues first. CCP provides on-site training and will always be available in full support. CCP can be introduced to one department at a time, or just a section of the current customer database.

Will the dealer need to spend time managing CCP

No, not unless they choose to, but CCP is very user friendly and simple to use. Once the system is configured and the data has been imported, the Account managers at CCP will ensure that the dealer is getting the maximum benefit from the system.

How does it interface with existing dealer management systems?

CCP does not interfere in any way with the existing systems, but if the DMS's allows, then CCP is able to exchange information in order to keep the systems aligned.



Is there a long term contract involved?

No, not unless the dealership requests one. CCP is a 'pay as you go' so there is no capital investment, just use it as and when required. However, if the account is dormant for a continuous period of 6 months, CCP will return any data and close the account.



Is the dealership able to use its own teleagents?

Yes that's fine. If the dealer has existing teleagents then CCP will provide them with a login, and as long as they have a headset and a connection to the broadband, the in-house agents can work either independently or with the CCP team. CCP will not allow call duplication, so there is no need to be concerned about customer being pestered by calls.

Is there a trial period?

Yes. Dealers are able to use the system it for a trial period of one month, but calls and emails made during the trial period are charged for. For trial purposes CCP will set up the system for 3 users free of charge. After the trial period just £50 per month will allow the dealer to use the system and CRM on demand, with 1000 emails per month included, and unlimited document storage.



CCP has been designed to help maintain, manage and grow motor dealerships by reaching out beyond the showroom doors. It uses modern technology to follow the massively successful style of Joe Girard, of Chevrolet fame, and many of the principles established by the Harvard University.

The service is bespoke to each dealership, following the style and trends established by the Dealer Principal. It will improve the coveted CSI score and bring about a refreshing new approach to customer services.

Reach out to the customers and get ahead of the rest.

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