

The authoritative news source for the global automotive parts and service industry



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During these unprecedented times, we've been working closely with our OEM partners and their dealership networks to offer support and develop aftersales recovery plans.

The automotive industry is now at a very important crossroad; declining new car sales, ever-changing customer expectations and rapid technology advancements are having a profound and disrupting impact globally.

The single-most frequently received question from our customers is: "How do we increase aftersales and retain customers from one purchase to the next?"

We believe opportunity abounds in the current environment to think differently about current aftersales processes. Technology is available now to increase aftersales productivity and profitability, improve service levels, and capture and retain deeper customer insight.

As we all return to something more like normal, customer activity levels will increase. We understand retaining customers to your brand, from one purchase to the next, becomes increasingly critical. The experience for every customer, at every point in which they connect with your brand, is within your control.

Our recommended aftersales recovery plans focus on creating a connected sales process to improve the buying experience for parts and service customers wherever they make contact with your brand both at the dealership and online.

Technology complements the sales process, enabling a more personalised customer experience and allowing the sales team to capture data insights. The power of that information provides all dealership employees with a plan of action to engage in a customer-focussed manner, improve productivity across the dealership and increase aftersales.

"How?", you might ask. I'm very excited to announce the launch of Infomedia's next-generation Microcat and Superservice solutions developed with the innovation to meet those objectives.

In this issue:

- We cover the launch of our next-generation Microcat EPC. The Microcat EPC has been reimaged from a technical reference tool to an engine that powers mechanical and collision parts sales beyond the parts counter.
- We also dive into some of the major opportunities that data analytics and connected vehicle technology presents to OEMs and dealerships.

So how can we help you in thinking about your response to disruption across the industry and your own aftersales recovery plans? Get in touch today – we are here to support you to achieve your aftersales objectives.



Jonathan Rubinsztein
CEO of Infomedia Ltd

What we've been up to



Expanding IFM Americas

We're excited to welcome Brian Consaul as President of IFM Americas



Building Next-Gen Innovation

Our biggest investment yet in the new Microcat EPC and Superservice Menu quoting tool



Growing Data Insights

Helping new OEMs drive better decisions and boost aftersales performance

Reimagining the EPC:

Infomedia's Biggest Investment to Date

by Jonathan Rubinsztein
CEO and Managing Director



The global automotive industry is currently facing unprecedented market uncertainty and ground-shifting change. OEMs and dealerships from all over the world have been blindsided by the huge impact of the COVID-19 outbreak, with new car sales dropping considerably.

Like many downturns previously, the parts and service business of the dealership is becoming a key focus for maintaining bottom line growth. And for some dealerships, their survival.

Our global OEM partners constantly ask us: "How do I sell more genuine parts?" and "How do I optimise my internal and wholesale parts sales processes?"

These questions are now more salient than ever before.

Against this backdrop, I'm excited to announce the new, next-generation release of Microcat EPC that tackles this sales challenge head on. It's our largest ever investment in the Microcat technology, designed to optimise and grow parts counter effectiveness, today and into the future.

The new Microcat EPC is built based on feedback from our global customers and delivers on three main objectives:

1. **Make parts selling faster and more accurate** by evolving the core functionality of the EPC
2. **Increase the size of parts orders and streamline the sales process** by empowering parts staff with handy add-on features
3. **Help Parts Departments implement self-serve eCommerce solutions** for their wholesale customers by creating an EPC-powered platform

New EPC Vision for a New Era

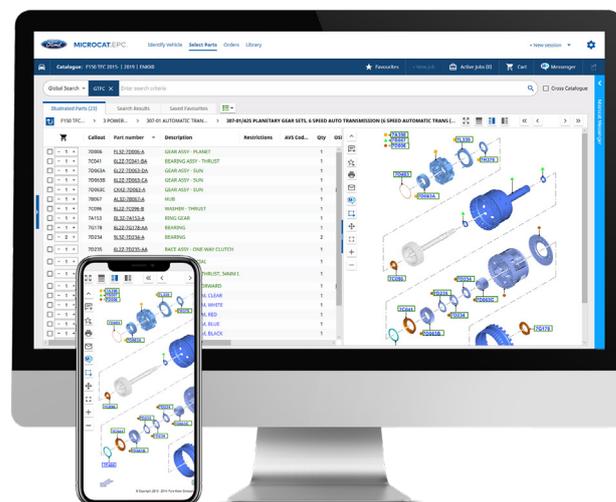
As pioneers in the parts catalogue space for over 30 years, we've always seen the EPC as a mission critical tool for dealerships. Over the years, we have evolved and released new innovations in Microcat to keep up with technology and keep ahead of customer expectations.

Given the current economic conditions, this laser focus on innovation takes on a new importance for our customers. Our vision for our next-generation Microcat EPC is to help OEMs and their dealerships reduce cost and facilitate more OEM parts sales.

The factors driving the new Microcat EPC vision:

1. **New car sales are dropping**, making Parts and Service a key focus
2. **Dealerships are facing greater competitive pressures** especially from the Aftermarket suppliers. Speed and customer service are more important than ever before

MICROCAT
EPC™



3. **The need to leverage existing assets** to make dealerships more efficient and cost-effective, with focus on greater Return on Investment (ROI)
4. **Collision and Mechanical customers expect** dealerships to cater for **online sales**
5. **Bringing Parts and Service** together to improve efficiencies and customer experience

As innovators, we believe the EPC is more than just

a catalogue reference tool. It is central in facilitating better process control and sales automation, so parts staff can spend more time with customers and less time interpreting technical data.

A major opportunity for the new Microcat EPC is to facilitate faster and better communication between the Parts Department and their customers, both inside the dealership and with independent trade shops.

Evolving Core Microcat EPC Features – Faster, More Accurate and Better CSI

In developing the most advanced version of Microcat EPC yet, our teams used Customer-Centric Design (CCD) principles to make it more streamlined, automated and productive:

- **New Interface:** The sleeker, more intuitive user experience streamlines catalogue navigation. Features and data elements are presented with depth and shadowing for a cleaner screen layout. Intelligent linking of catalogue sections means a more efficient workflow that saves time, improves sale process and drives better CSI.
- **Global Search:** Want to look up VIN-precise parts with lightning speed and accuracy? We're introducing 'Global Search', the fastest EPC search engine in the industry. You can search for vehicles

and parts using the powerful and precise 'one-step' search box, without selecting a search type. Selling parts has never been faster.

- **Active Jobs:** Need to serve multiple customers at a time? The new 'Active Jobs' automatically saves each look-up, so you can jump in and out of jobs, quickly and easily. Improve efficiency and parts sales effectiveness by better managing multiple customers and jobs at the same time.
- **Mobile EPC:** Want the flexibility to access the EPC on any device? Redefine the parts selling process by selling genuine OEM parts on the go! The new, mobile-friendly and responsive design adds convenience and empowers your team and other dealership staff to access the OEM parts catalogue from any place, at any time.



“ The EPC is more than just a catalogue reference tool. It is central in facilitating better process control and sales automation, so parts staff can spend more time with customers and less time interpreting technical data. ”

Add-on Solutions to Drive New Efficiencies and Grow Parts Sales

As part of our broader Microcat EPC vision, we're introducing industry-first solution add-ons to improve parts order size, drive better Parts Counter productivity and improve customer communications:

- Service and Repair Menus:** Often, many inexperienced Parts Interpreters might miss 'related part' sales opportunities. The new Microcat EPC introduces integrated VIN-precise menus, covering over 300 service, repair and accessory fitment jobs – so your staff have the knowledge to recommend and sell more parts and fluids. This level of parts visibility reduces unproductive discussions between the Parts Counter and the Technicians. Your Parts staff won't have to call or walk over to the Service Department to find out which parts are required for a certain repair. A bonus if you're practicing social distancing!
- Messenger App:** Can't see your wholesale customers face-to-face? Need your Technicians in the workshop to remain in their bay? The new Microcat EPC has an integrated messaging app that connects the Parts Counter with other internal dealership staff and wholesale parts customers. The fast and efficient communication channel delivers accurate parts information, provides self-service parts ordering efficiencies for wholesale customers and grows CSI.
- EPC Analytics:** The best way to know if something is working is to measure it. The new Microcat EPC provides advanced EPC analytics to help OEMs understand the demand for parts by comparing demand to sales. Management can utilise these insights to better target marketing activities and grow parts sales performance.



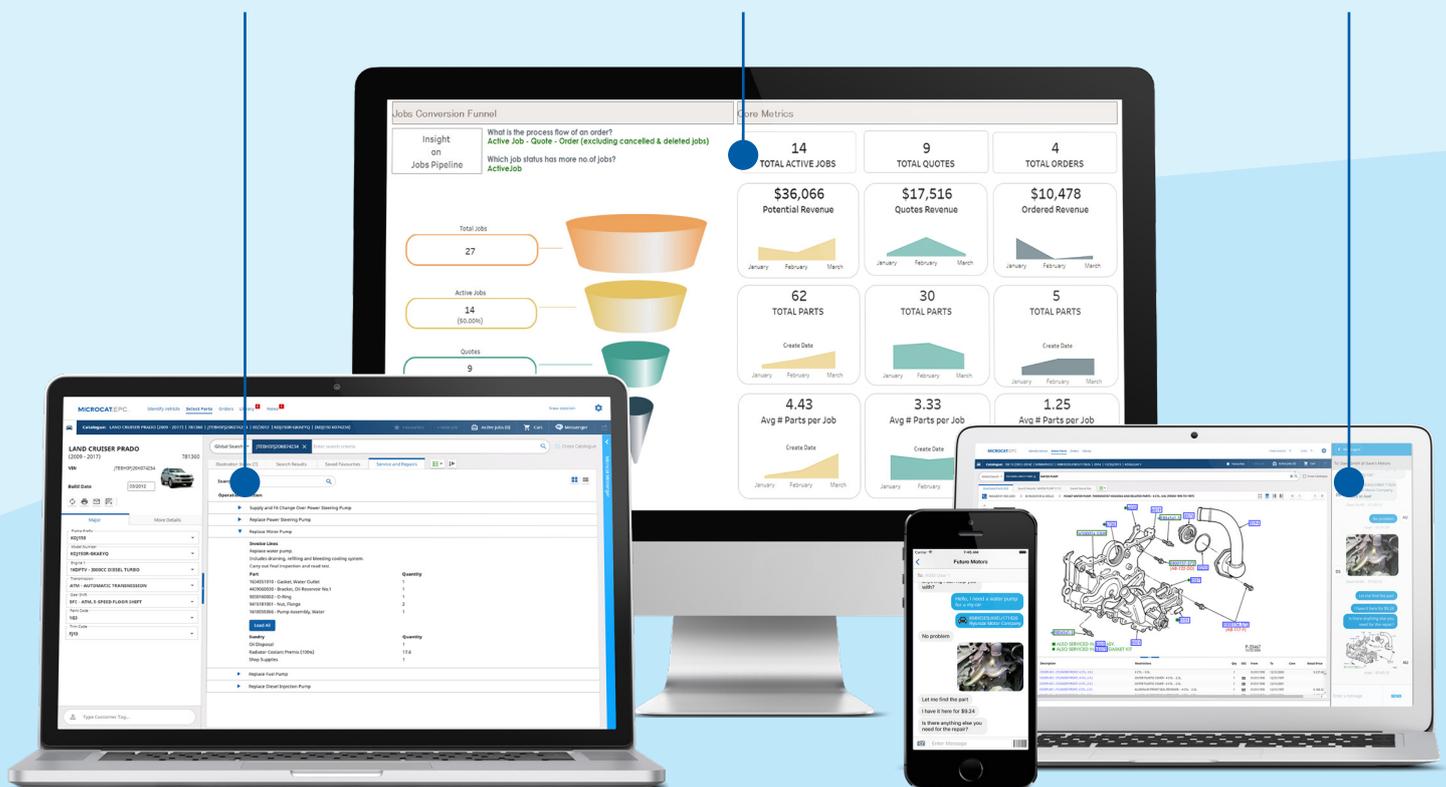
Service and Repair Menus Integration



EPC Analytics



EPC Messaging App



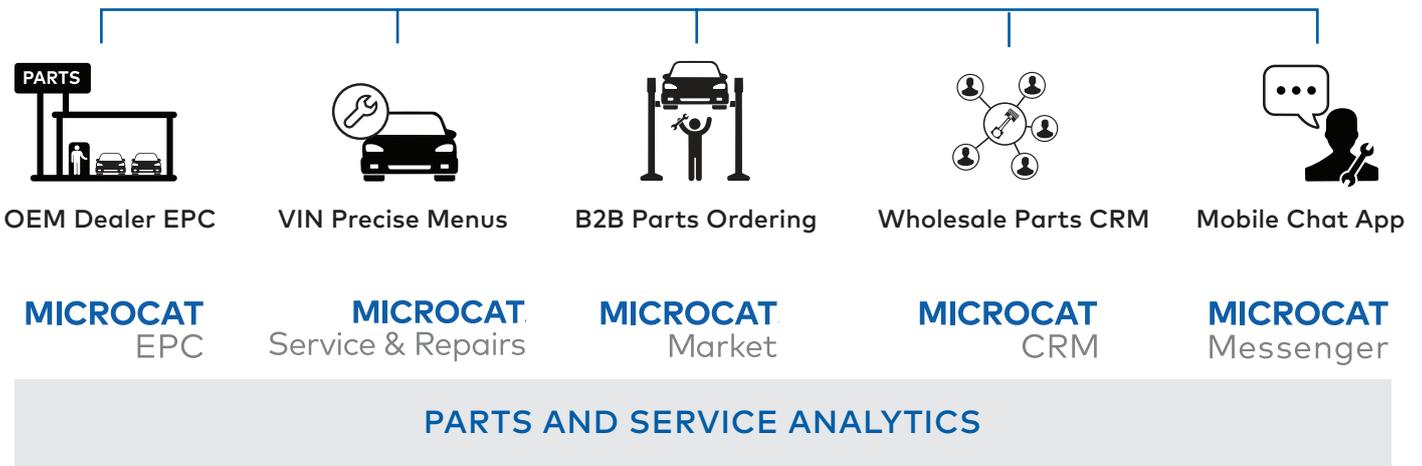
Microcat Platform – EPC Powered Parts Selling Suite

Globally, our dealership customers have said that they can't work and can't sell parts without Microcat EPC – it's seen as the engine of their Parts Department.

That has inspired us to create the Microcat platform – an integrated OEM parts selling suite of solutions – with Microcat EPC as the engine to power e-commerce capabilities for Collision and Mechanical part sales.

The powerful platform enables dealerships to extend parts selling beyond the Parts Counter by making the Parts Catalogue more accessible to wholesale customers, supporting OEM conquest programs and promoting self-serve tools that make it easy for customers to buy from the dealership.

MICROCAT®



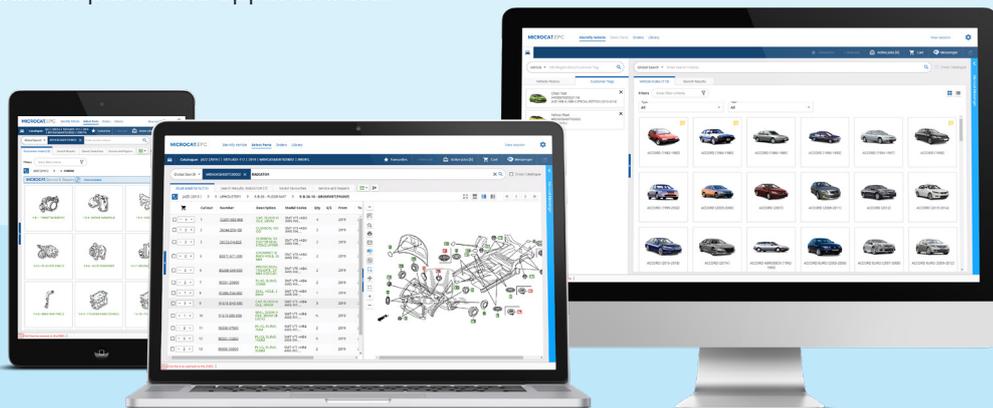
Be Part of the Future with Microcat

With the steep decline in global new car sales, OEMs and dealerships can increase their revenue by boosting genuine OEM parts sales. Technology leadership is a key pillar to achieving this objective.

The new Microcat EPC is our biggest investment to date and it could very well be one of your best investments yet. It redefines the traditional EPC and reimagines the parts selling process. It's an EPC that positions your Parts Interpreters as knowledgeable and professional, providing the key tools to improve efficiency and maximise part sales opportunities.

In the next issue of Driving Force, we'll look into how OEMs and their dealership network can recuperate their revenue loss of new car sales by expanding their Service business.

Contact us to learn how you can innovate your parts sales processes and drive new efficiencies with the new Microcat EPC:
start@infomedia.com.au



Grow your Aftersales with Data Analytics

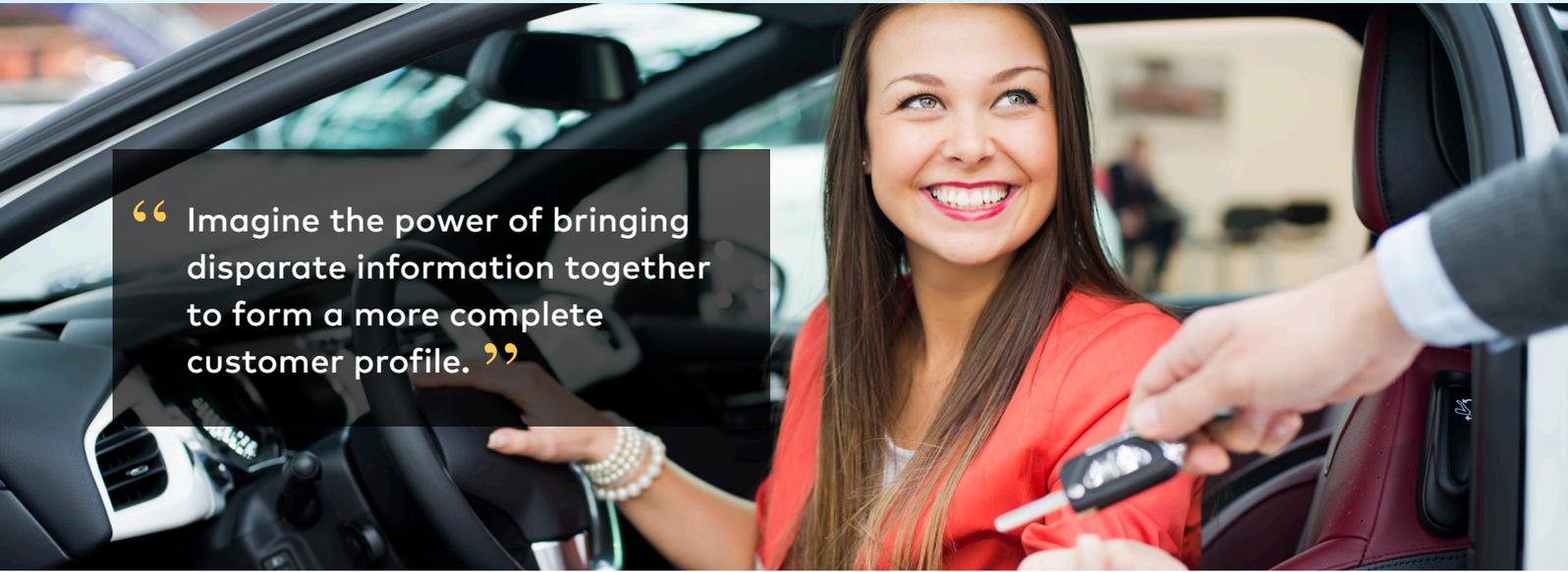
by Jonathan Scharrer
Vice President, Data Insights

In these uncertain times when new car sales are plummeting, many OEMs are looking to adopt new ways of working and growing their aftersales business. One of the many complexities facing the automotive industry, is understanding the digital customer and connecting data siloes to predict customer needs.

When our OEM partners ask us: "How can we capture more parts and service sales?" or "How do we sell more?", we respond by asking: "Who are your customers?" and "How are you communicating with them?"

There is now more customer information and transaction data than ever before. However, the data lies dormant in disparate OEM, DMS and other dealership systems across Parts, Service, Warranty, Inventory, Showroom and F&I systems. Imagine the power of bringing disparate information together to form a more complete customer profile.

Connecting data silos remains one of the most under-exploited strategies by OEMs. We can help you create opportunities to drive better customer targeting and grow aftersales profits.



“ Imagine the power of bringing disparate information together to form a more complete customer profile. ”

Bringing it all Together

OEMs and dealership are missing opportunities to identify hidden revenue and productivity gains. Current data management systems fail to identify actionable insights, based on Repair Order history, Lapsed Service Customers, Service Absorption metrics, Parts Orders and other key points of information gained during service and repair engagement with customers.

So, what sort of tools are required and how do OEM and dealership management harness these insights?

The first crucial step is bringing together all the siloed data in a standardised format. This requires an automated data gathering system that can leverage different data sources from OEM, DMS and vehicle systems such as connected car platforms – in real time.

Turning Data into Actionable Insights

The gathering of different data structures and incorporating them into a consistent set of data on one platform allows the application of predictive analytics to identify opportunities to run timely, personalised and targeted customer marketing campaigns.

Analysing data using automated systems is the key to identifying opportunities:

- Where are my wholesale parts opportunities?
- Which service customers are lapsed?

- How are dealership employees performing?
- Which customers should be targeted?
- What offers will resonate with customers and impact revenue most?

Often, OEMs and dealerships turn to specialists or consultants to uncover insights. This approach is often expensive, unmeasurable, and the solutions presented often lack the automated workflow required to take advantage of the insights that are critical for effective and targeted campaigns.

Data Analytics with Automated Workflows

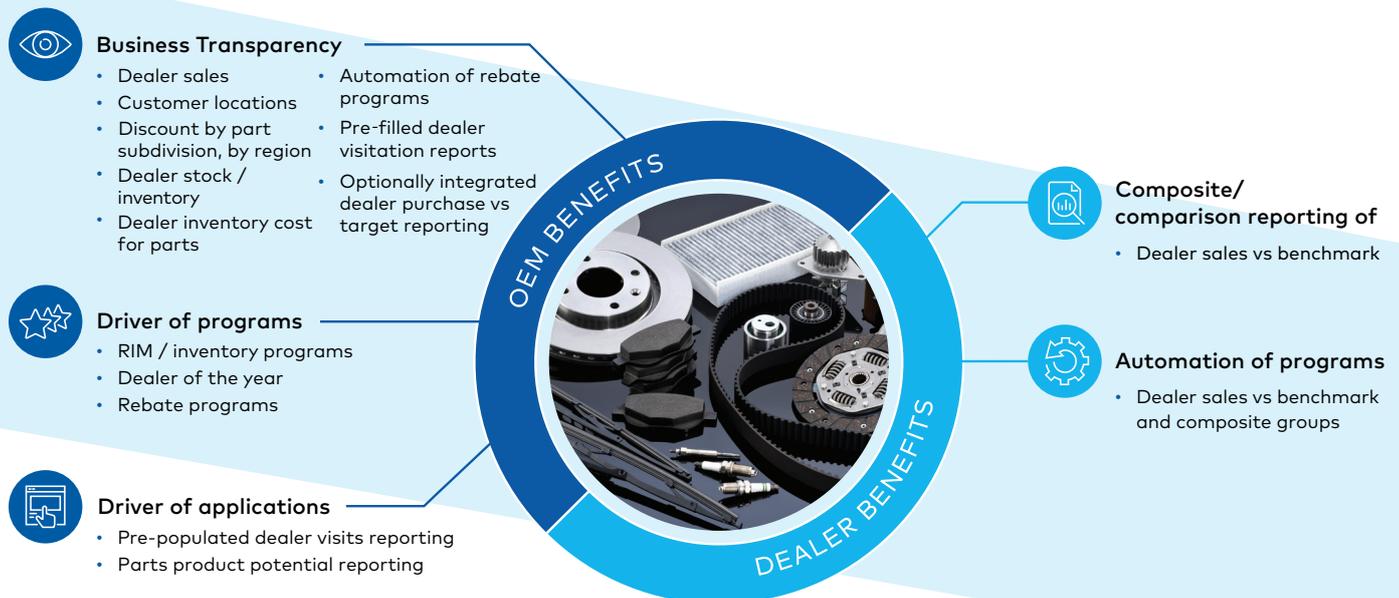
Clever data management processes combined with a leading-edge predictive analytics engine, is the 'best practice' solution we recommend to our OEM partners. Integrating an automated marketing engine to use those insights is where the opportunities are for OEMs and dealerships.

Infomedia's data analytics platform manages structured and unstructured data and incorporates

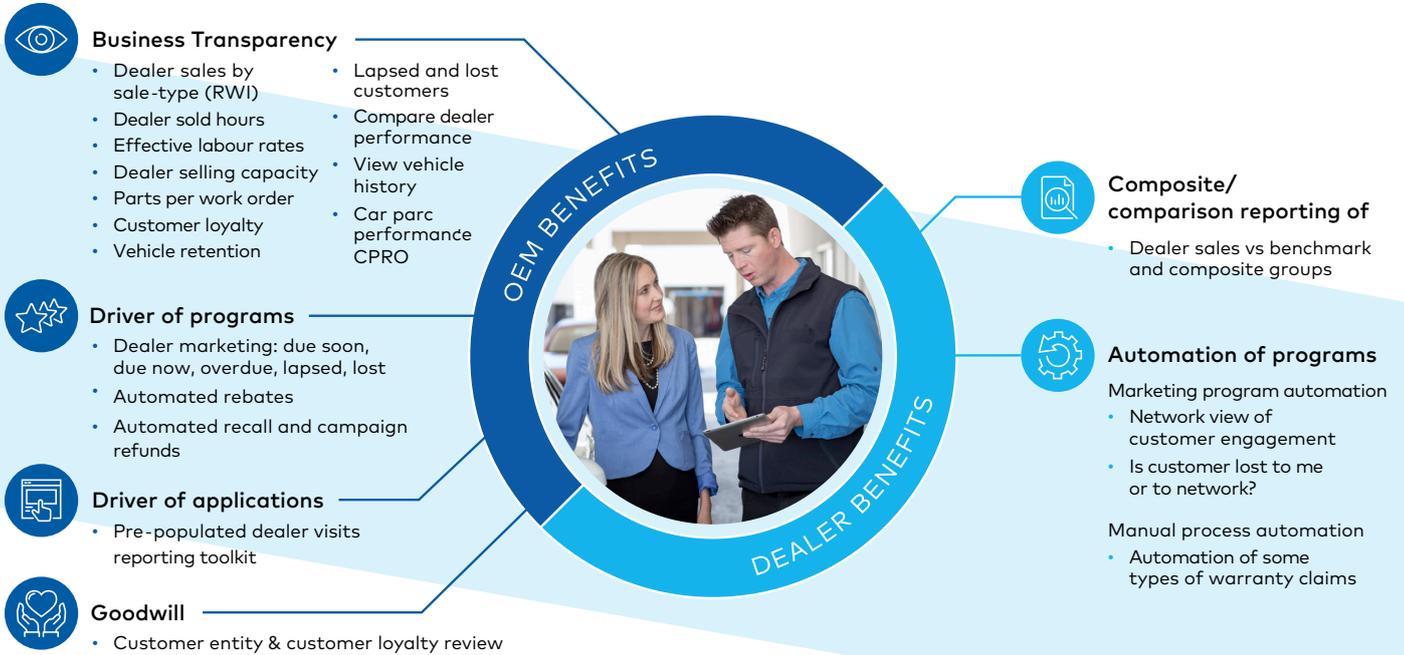
innovative real-time streaming of customer campaigns to create immense value in driving successful parts and service campaigns.

Built-in AI and visualisation capabilities delivers OEMs using Infomedia's data analytics platform insight to understand customers with greater accuracy and depth in the aftermarket. The outcome is exceptional ROI on parts and service marketing.

Data Analytics for Parts Operations



Data Analytics for Service Operations



What Benefits Can You Expect?

Dealerships and OEMs can benefit from advanced analytics to improve visibility for parts and service operations – along with any assets that hold more potential for sales.

Being able to turn disparate customer data into insights, plays a key role in building OEM capabilities to define success metrics, predict future events and

model parts and service marketing outcomes more proactively. Specific and accurate data insights empowers OEMs to embrace predictive analytics as an alternate means of capturing hidden revenue and increasing productivity, at a time when data availability is exploding, and new car sales are deteriorating.

Get Started Today

At a time when new car sales are slowing, now is the time for OEMs to start laying the foundation for long-term aftersales growth. Utilising technology-enabled data analytics to identify hidden revenue and increase the productivity of customer programs is crucial in the current and ever-changing landscape.

Data analytics provides new capabilities that can help global OEMs and their dealership network better understand their customers, make better decisions, improve customer satisfaction, increase customer loyalty and drive profitable outcomes.

To find out how you can harness the power of predictive analytics to boost aftersales performance, please contact us today and let us know how we can help: start@infomedia.com.au.

Connected Cars and Aftersales Profits:

Capturing new opportunities

by Peter Petrovski
Marketing Director

The rise of connected cars is growing exponentially and changing the automotive landscape, due to high consumer demands and rapid technology advances. We now live in a fast-paced and digital world where being connected is a norm. In fact, a [McKinsey study](#) shows that roughly 40 percent of respondents are willing to change car brands for better connectivity features. It's becoming evidently clear that connectivity isn't an optional feature, it's an expectation.

Fully integrating and leveraging connected cars will require a quantum change for the automotive industry to reflect the increasing importance of connectivity to customers. To succeed in taking full advantage of opportunities connected cars will

present, OEMs and dealerships will have to change the way they think and do business. New solutions and business models will emerge to effectively capitalise on the challenges and opportunities.

In this article, we look at how real-time data generated from connected cars can be leveraged and used to add value in the aftersales space:

- **Vehicle owners/customers:** better customer experience, with smart, timely and personalised recommendations for their vehicle service
- **Dealerships:** optimised supply chain and growth in parts and service sales
- **OEMs:** predictive analytics with deeper understanding of the vehicle and the person driving it

“ 40 percent of respondents are willing to change car brands for better connectivity features. It's becoming evidently clear that connectivity isn't an optional feature, it's an expectation. ”



Big Data, Big Questions

Before OEMs transform their systems to effectively leverage connected cars into their business model, there are important questions to be answered, many of which have not previously been addressed:

- What do customers want and what are they willing to pay for?
- Who will own the data that is collected?
- What are the data privacy concerns and how will they be addressed?
- Are there legal considerations?
- Will there be standards set for compatibility between systems?
- Perhaps most importantly, what is the value of these services and how will they be monetised, collected and maximised?

Building New Capabilities

As connected cars become more complex and capable, sophisticated new systems and software will be required – this need will extend well beyond the vehicles themselves.

To stay ahead of the game, dealerships, OEMs and technology suppliers will need to develop and implement systems capable of receiving, processing and acting on the data. Technology partners with specialised capabilities will be required to create, implement and manage this highly complex information, into customer-ready solutions.

Infomedia has partnered with Tier One OEMs to launch leading-edge solutions for connected car marketing programs. These campaigns utilise a

sophisticated data management engine, together with real-time vehicle repair information, to execute personalised and timely service campaigns.

We are seeing powerful benefits as we automate the interaction between the customer and dealerships via the connected car. These automated interactions simplify and improve the accuracy of service and repair appointments. Connected data presents vehicle owners with clear and real-time dealer availability and precise repair cost in advance.

Results have been exceptional, both in terms of game-changing customer experience and dealership ROI. However, the road to success needs careful planning and deep system interoperability.



“ The timeliness and accuracy of information delivered by connected cars provides great opportunity to drive better customer experiences and increase revenue. ”

Know More to Sell More

The clear vision is to turn data into insights and value for customers, OEMs and dealerships. The form of that value and how it is derived will differ for each. In our experience, the timeliness and accuracy of information delivered by connected cars provides great opportunity to drive better customer experiences and increase revenue.

CUSTOMERS AND VEHICLE OWNERS – It’s certain that customers will voice a growing demand for increased connectivity in their vehicles and the utilisation of the collected data, to improve their ownership value and satisfaction. This is particularly true among Millennials, younger drivers and more technology-savvy customers.

They will want the same kind of experience they get with their smartphones, tablets and many other devices they view as indispensable. Here are a few key areas of value for vehicle owners and customers:

- **Proactive updates on the condition of their vehicle**, along with any forecasting of service maintenance or repairs.
- **Recommended service and repair actions**, such as, what to fix, what it will cost, where and when to go, how to get there and set automatic appointments.
- **Trip and driving information** based on the vehicle’s learned and stored information about the driver, including food, lodging, entertainment, shopping, services and many other preferences.

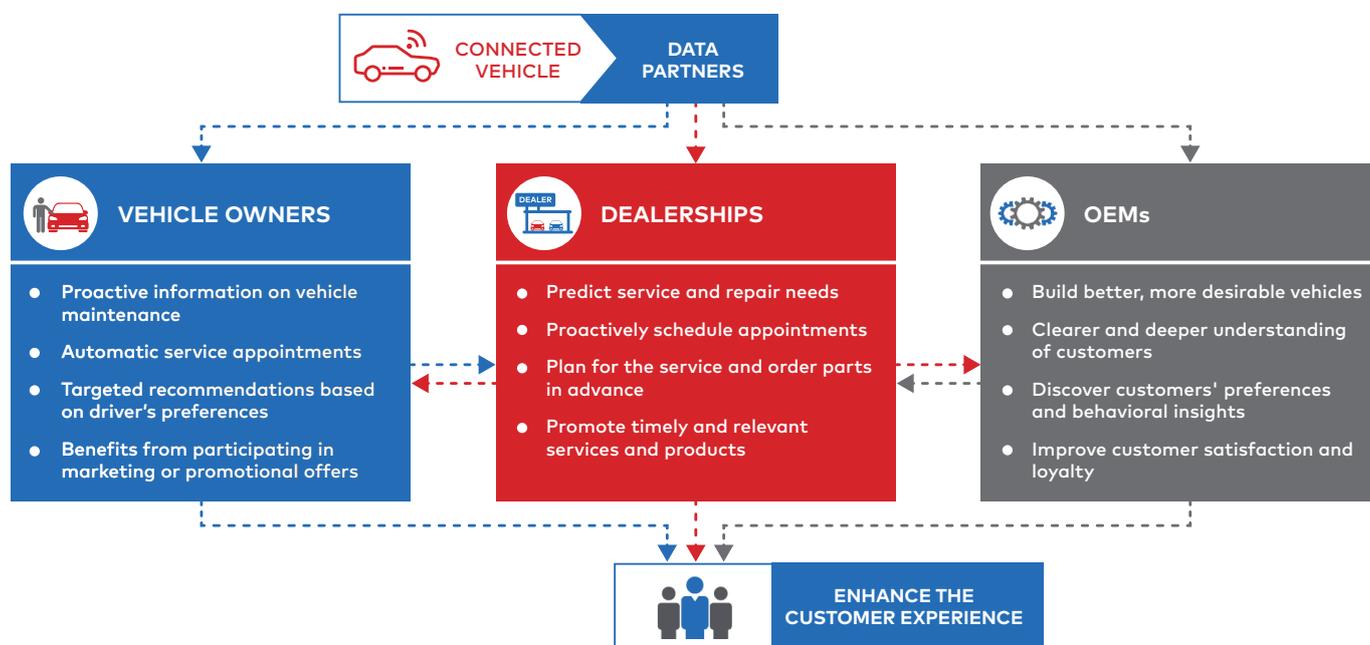
- **Targeted messaging and information** based on the driver's preferences, such as news, sports, product offers, events, etc.
- **Pricing benefits from insurance** and road authorities based on driving behaviour.

OEMs, DEALERSHIPS AND PARTNERS – While each has its own set of specifics, they will need to work in concert to envision, develop, implement and manage a system that optimises the value they gain from connected cars. Here are some examples:

- OEMs will use continuous vehicle data feed for R&D to **build better and more desirable vehicles**.
- Both OEMs and dealerships can gain a much **clearer and deeper understanding** of their

customers, such as their preferences, how they drive and other behavioral insights.

- Collected data can enable dealerships to **predict maintenance and repair needs**, warn customers of any urgent repair work, proactively schedule appointments, order parts in advance, plan for the service visit and more.
- They can **promote relevant services and products** directly to customers onboard, based on intelligence gained from the collected data.
- Customers will view the many and diverse capabilities connected vehicles make possible as a higher level of services and value, enhancing **customer engagement, satisfaction and loyalty** to the OEM brand.



The Bottom Line

We believe the opportunities to gain value and enhance the customer experience through connected cars and the data they provide, are extensive and attainable now. While data is important, having the analytics platform to generate insights from the data is key.

Often, the back-end technology at the factory is not as advanced as the vehicle technology transmitting the data. Hence, standardising parts and service data structures and implementing an analytics platform

should be a key priority for any OEM wanting to leverage connected car data for customer programs.

If you're looking for a technology partner to help drive a winning Connected Car strategy for Aftersales, get in touch with us: start@infomedia.com.au.

Celebrating Client Success

Hyundai Cars Ireland and Infomedica Find Shared Success



Since the release of the Tucson in 2016, Hyundai Cars Ireland's sales have soared and they proudly boast 11% market share in the passenger car sector.

Part of Hyundai Cars Ireland's success is due to the very long and well-established relationship with Infomedica, who provide parts and service software to meet the needs of the evolving Hyundai Cars Ireland dealer network.

Improving Efficiencies and CSI

Hyundai Cars Ireland uses a considerable number of Infomedica products, most of which are tailored to the specific needs and requirements of their dealer network and are crafted through a consultation and collaboration process between Hyundai and Infomedica.

"Infomedica are incredibly flexible, which means we can work very closely together and develop products to meet our requirements. In turn, this drives positive results such as improved CSI and efficiencies,"

said Craig Williams, the Aftersales Director of Hyundai Cars Ireland.

Driving Profits and Customer Retention

The unique and valuable relationship retained between Hyundai Cars Ireland and Infomedica is attributable to mutual ambition and a passion for success.

"Our shared goal is to grow our customer base, increase profitability and to drive retention," said Williams.

The Perfect Partnership

With a robust reputation throughout the organisation, the adoption of Infomedica products by the dealer network is impressive.

Microcat is Hyundai Cars Ireland's preferred EPC, along with Superservice Menus quoting system and Superservice Triage eVHC as dealer standards.

"Hyundai Cars Ireland are staunch supporters, users and more importantly, we consider ourselves partners with Infomedica," added Williams.

"Our shared goal is to grow our customer base, increase profitability and to drive retention."

Craig Williams
Aftersales Director,
Hyundai Cars Ireland



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