

MICROCAT[®] CRM[™]

GROW WHOLESALE PARTS SALES THROUGH FRONTLINE TRANSFORMATION

Microcat CRM is powerful wholesale parts CRM that improves field rep productivity and provides a smart marketing engine to deliver personalised parts promotions and campaigns.



- **Powerful Wholesale Parts CRM**

Manage customers better – Everything to know about every wholesale customer and interaction, in one place. See an average of 50% more customers every day and resolve issues 63% faster.

- **Workflow Efficiency Tools**

Streamline workflow and improve productivity – Field reps can create tasks, raise issues, take photos, add notes and place orders while on the road.

- **Marketing & Promotions Engine**

Promote better – OEMs and dealerships can share personalised wholesale promotions, campaigns, news and bulletins with customers in an easier, faster and more professional way.

- **Insights for Frontline Transformation**

Know, see and track everything – Insights into staff performance allows managers to drive the right behaviours and create more professional, productive and sales-focused field teams.

- **True Business Intelligence**

Grow profits faster – Identify opportunities and threats across your wholesale customer base. Set targets and KPIs, view sales forecasts, observe purchase trends and sales history.

“ We've noticed 12 – 15% growth in just 3 months. It's become an invaluable tool to our parts business. We love it. ”

– Mark Hatfield, Parts Manager
Jack Demmer Ford

