

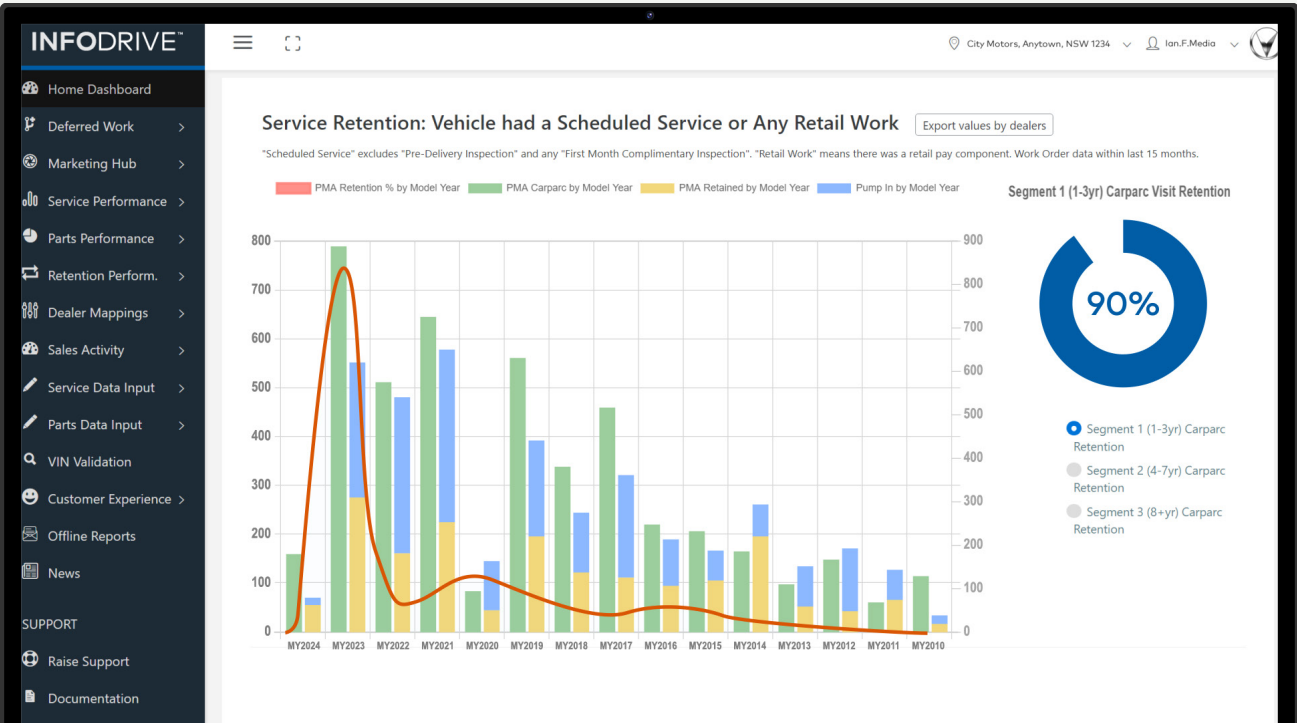
INFODRIVE™

Make every customer interaction count with Infodrive.

The automotive aftersales customer experience platform.

What is Infodrive?

Create better car ownership experiences by bringing all your data together in one place. Then, take it a step further with predictive marketing to craft and send personalised, one-on-one customer messages at scale. That's how you build lasting relationships that drive business growth.



1:1 automotive customer experiences are driven by data

The automotive tech landscape is full of data challenges that prevent OEMs and retailers from providing truly relevant and timely aftersales customer journeys.

Creating a centralised data platform is key to unlocking the full value of both customer and vehicle data, so that you can personalise every stage of the aftersales experience, increase service retention and customer lifetime value.

Dealer Data Extracts & Reporting

We source, cleanse and standardise DMS and other disparate data to provide unique business transparency. Our powerful BI engine brings to light hidden data relationships to power big ideas.

Performance Insights

Drive incentives and loyalty programs with real-time insights into dealer performance and customer behaviour. Dealership dashboards allow tracking of lapsed customers, parts and service sales, productivity KPIs and CSI.

Dealer Marketing Automation

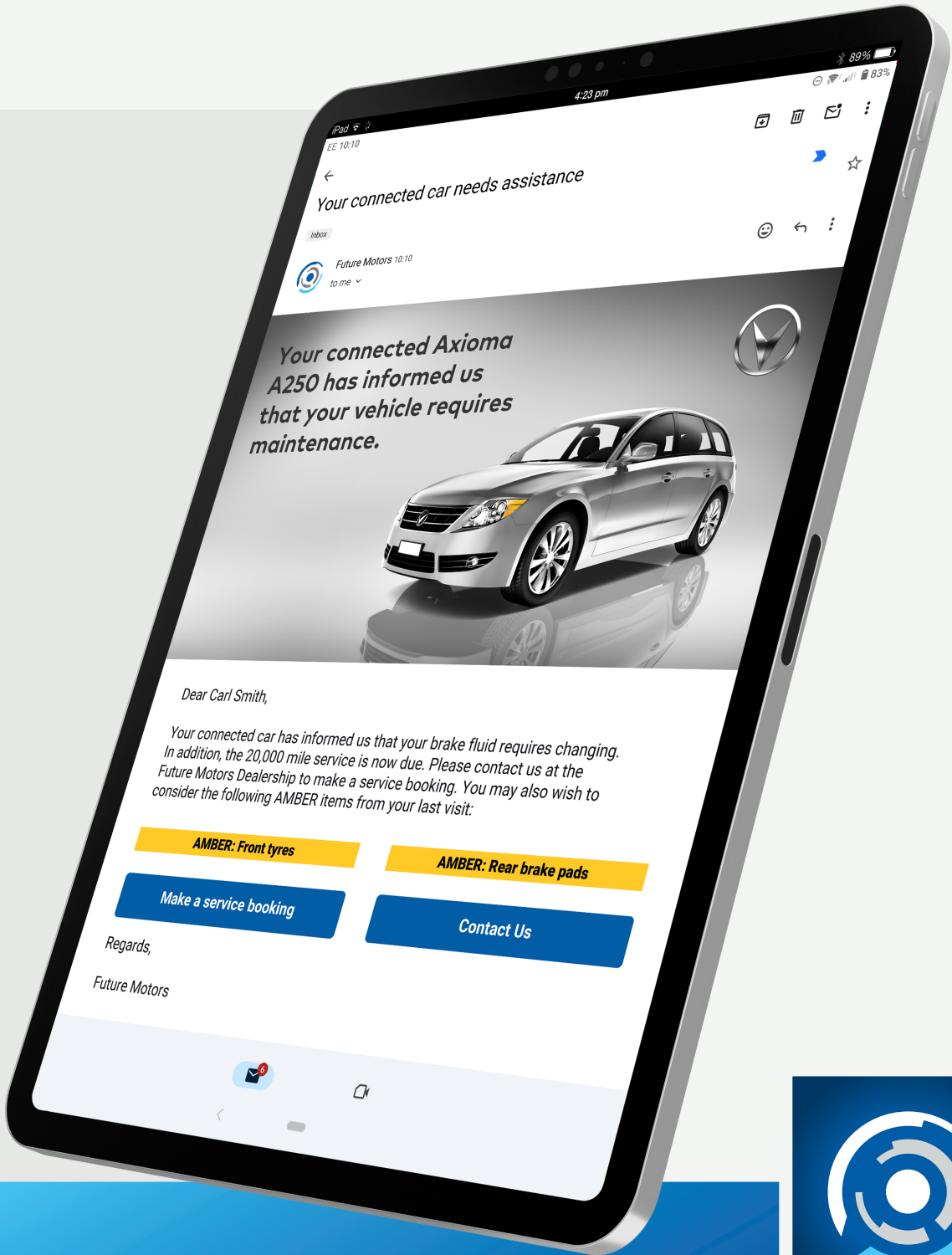
Build relationships with a VIN-precise marketing engine that automates event driven satisfaction surveying, service retention programs, road side assistance registration, parts rebates and more.

Forecasting

Generate accurate demand forecasts for parts and service sales using VIN-precise analytics that unleash the potential of transaction data. Easily map customers, discover patterns and calculate inventory requirements.

Dealer Optimisation

Optimise and grow dealer performance with predictive analytics that drive dealer action plans, automate workflows, improve CRM processes and measure productivity and sales efforts.



Ready to take your aftersales customer experience to the next level?

Then we'd love to hear from you.

For more information and to see a demo of the Infodrive Platform in action, please contact [info@ifmeurope.com](mailto:info@ifmeurope.com)

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