



MobiFly auto

Reaching for your customers



MobiFly Auto for car dealers

Solution Presentation

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01 What is MobiFly Auto?



MobiFly Auto is a Client Communication Software System which enables car dealers to significantly improve the efficiency of their communication with both existing and prospective customers. Leading to potential increased sales, improved marketing effectiveness and significant reductions in advertising and marketing costs.

Experience of our clients shows that installation and integration of this software solution may increase total sales volume up to 10% along with Customer Satisfaction Index increase up to 25%.

02 How MobiFly Auto helps your business?

MobiFly Auto helps to generate more profits by:

1. Increasing revenues

- Increase car sales by:
 - Having more qualified prospects attracted by your new effective communication channel;
 - Improving prospective customer conversion rates by making offers in a targeted, individual way;
 - Increasing customer retention rate by giving full, up-to-date and relevant information about general offers and individually tailored promotions.
- Increase spares sales and technical service income by:
 - Providing customer with automatic service reminders;
 - Online technical consultancy;
 - Targeted spares offers.
- Increase marketing effectiveness by:
 - Understanding your customers better with the help of questionnaires, quizzes and historical information and trends;
 - Creating targeted marketing campaigns with promotions tailored to specific groups using the rich information collected within the system.
- Get additional profits by:
 - Allowing your partners to advertise their products and services to your customers using MobiFly Auto channels (messages, e-mails, sms).

2. Reducing costs

- Save customer support time and reduce administration costs by automating customer's inquiries and requests.
- Reduce advertising spend by sending marketing information and promotions to customers via MobiFly Auto channels, which is considerably cheaper than traditional marketing tools such as TV and Radio.

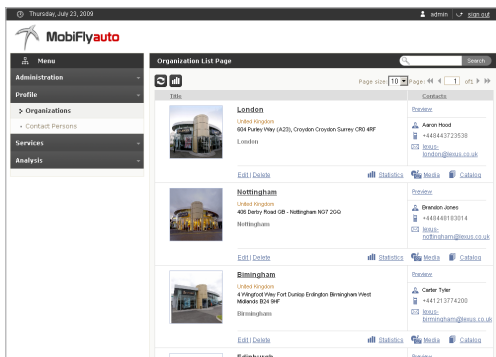
03 What's in it for the customer?

MobiFly Auto helps to increase the customer's experience by giving them:

- **Easy and quick** access to a great number of car dealer products and services via web-portal and/or the mobile application.
- An opportunity to **save money** by:
 - Having customized and **targeted offers** from car dealer and its partners;
 - Using the information about discounts and bonuses available through MobiFly Auto.
- An **ability to contact** the car dealer at any time with any question and have a quick (in some cases immediate) response.

04 Features of MobiFly Auto

MobiFly Auto consists of several functional modules that perform the basic functionality of the system:



MobiFly Auto portal

- Give your customers the best offers:

You can present your customers and prospects with targeted, vivid, easy-to-use **catalogues** where you can offer new and used cars, parts and accessories. Also you can easily draw the customer's attention to **special offers and events** by publishing this information in the customer's personal area. You can create different discount programs and bonuses and adjust them individually to each customer.

- Enhance your marketing opportunities:

You can group your customers by many different parameters and then target your marketing and sales at these specific groups. There is also an ability to poll customers and get their feedback on any subject. You can hold prize draws and competitions and analyze the results to obtain valuable marketing information. You can also give the customer an option to let you know they're thinking about changing their car and respond with a specific promotion.

- Store and analyze detailed customer information:

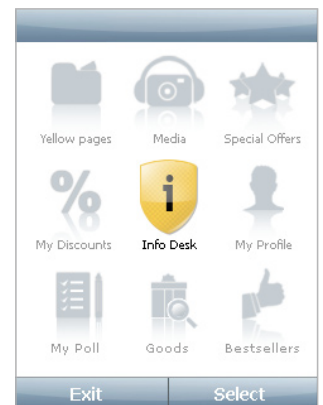
By entering the personal area the customer can view and modify personal information about their current vehicle, keep track of current status of their requests, discounts, etc. and view their service history.

- Speak to your customers:

You can remind your customers about an upcoming service. You can also publish news items or post messages of any kind and keep in touch with you customers by regular e-mail notifications/newsletters.

- Allow your customers to speak to you and ask for help:

Your customers will be able to send formal **requests** (such as request for quotation, request for car service, etc) and get a very quick response. They could also contact their mechanic to receive professional consultancy and have their queries solved by trained, competent people within a very narrow time frame.



MobiFly Auto mobile application