

Benefits of Big Data



1. INCREASE SALES AND RETENTION

Help sales teams understand who is ready to buy, the reasons why and the exact offer and incentive that is likely to drive a sale through analyzing years of customer, service and market data.

2. WIN NEW CONQUEST SALES

Instantly predict purchase behavior for clients that bought from competitors, and follow these leads through the customer's purchase cycle.

3. IMPROVE CUSTOMER SATISFACTION AND REFERRALS

Build and enhance long-term customer relationships with relevant communications, targeted offers and personal service.

4. BETTER ALLOCATION OF MARKETING BUDGET

Generate unique offers, perfectly timed touch-points and cutting-edge marketing tactics. Our dealer partners see higher conversion rates and higher ROI.

5. EMPOWER SALESFORCE

Boost closing ratios by providing sales teams with specific behavior prediction about drivers and incentives likely to motivate a purchase.

6. INCREASE SERVICE REVENUE

Fills dealer service bays using timely customer communications and offers support based on a car's maintenance schedule and risk factors.

7. SUPPORT PLANNING EFFORTS

Increase forecasting accuracy and volume planning efforts with data-driven analytics.

