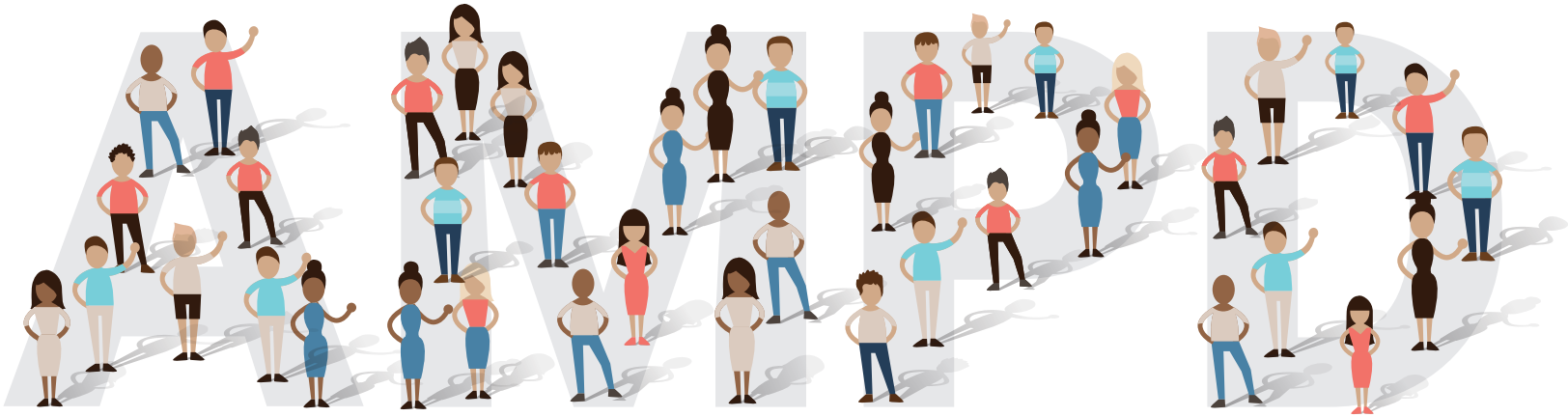

AMPD CRM

Automated Marketing Programmes for Dealers

Motorcentral® AMPD CRM automatically generates and sends emails, SMS messages and letters to your customers so you can stay in touch with them until their next vehicle purchase.

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AMPD CRM

AMPD CRM Plan

Touchpoints

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- **Automatic marketing** to your customer base via email, SMS & posted mail
- **Consistent & regular touchpoints** over entire customer lifecycle
- **Personal & branded** messages
- **Automatically tries alternative communication** method if unable to send via preferred method
- **Enhance your** standard in-house follow up procedures

Customer retention made easy.

Attracting new customers can be expensive when compared to asking existing customers to buy from you again. Your existing customers already know about you, how great you and have built trust in you and your team.

Keeping in touch regularly and reminding them that you, their trusted vehicle provider, are ready to help when they are ready to purchase again, can significantly increase your chances of selling them their next vehicle.

Managing the retention of your current customer base is an important component of any successful repeat business model. AMPD CRM helps manage the process with consistent touchpoints over the entire customer life cycle.

The importance of pre-sale follow up

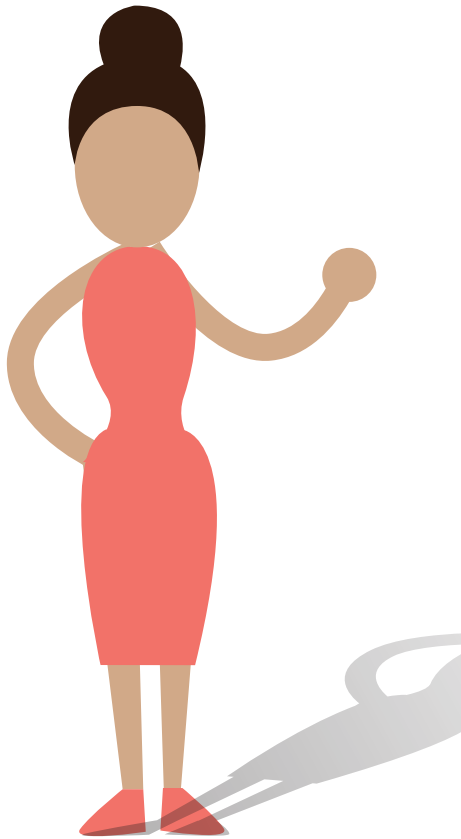
Customer retention begins right from the moment a new customer makes contact.

Every month dealerships have many prospective customers that make contact, enquire, go for a test drive - but don't end up purchasing.

If you could recover just a fraction of these lost opportunities and turn them into wins, imagine the difference that might make to your bottom line.

The good news is a simple follow-up communication plan can have a major impact on your pre-sale conversions.

Motorcentral AMPD CRM has been designed to automatically follow up with your prospects without you needing to lift a finger, and enables you to maintain a relationship with your customer, so you can maximise the opportunities being presented to your dealership..



Note: Charges for AMPD CRM setup and communication touchpoints apply. Please contact your Motorcentral representative for further information.

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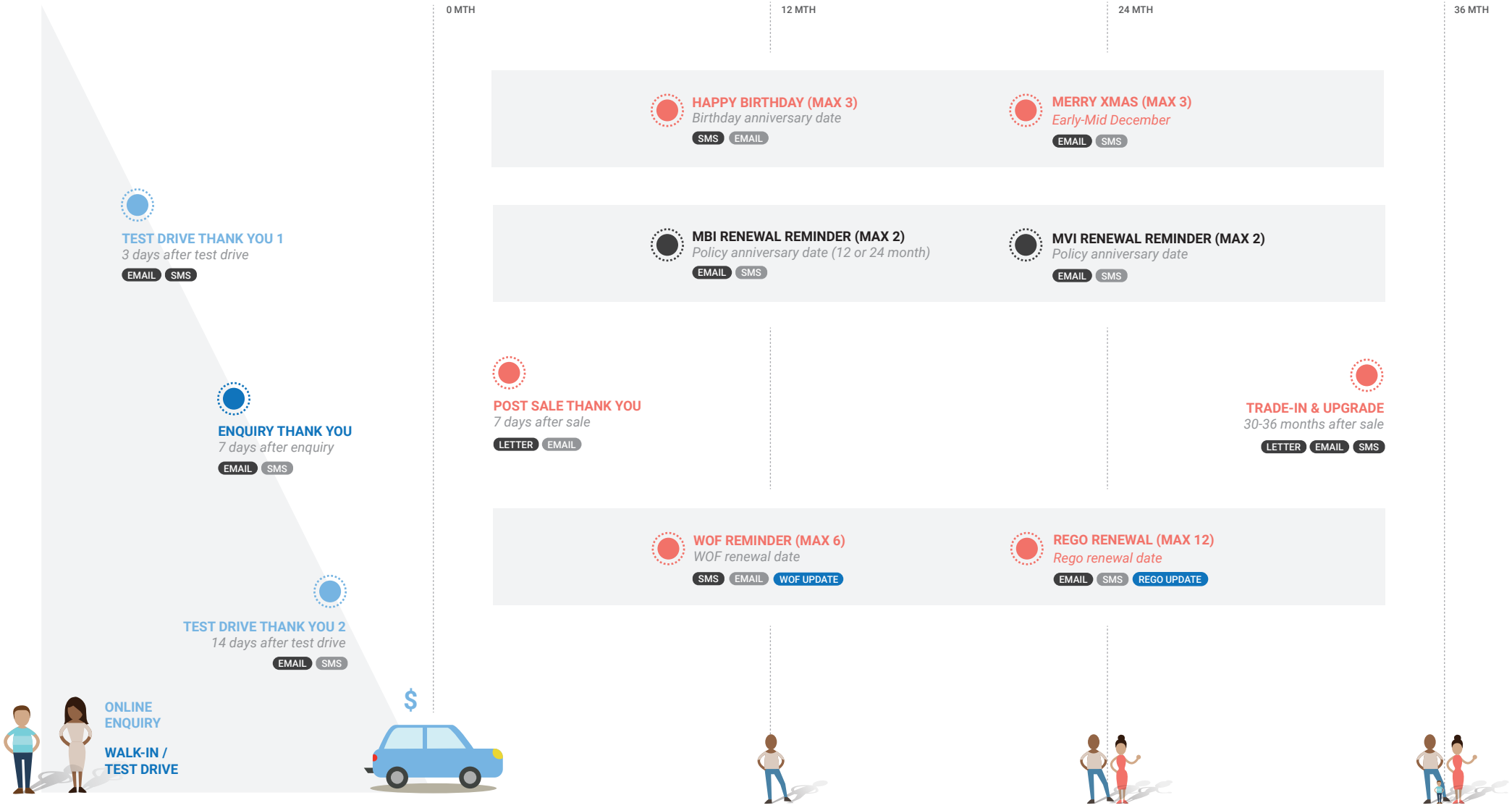
Professional Plan Touchpoints



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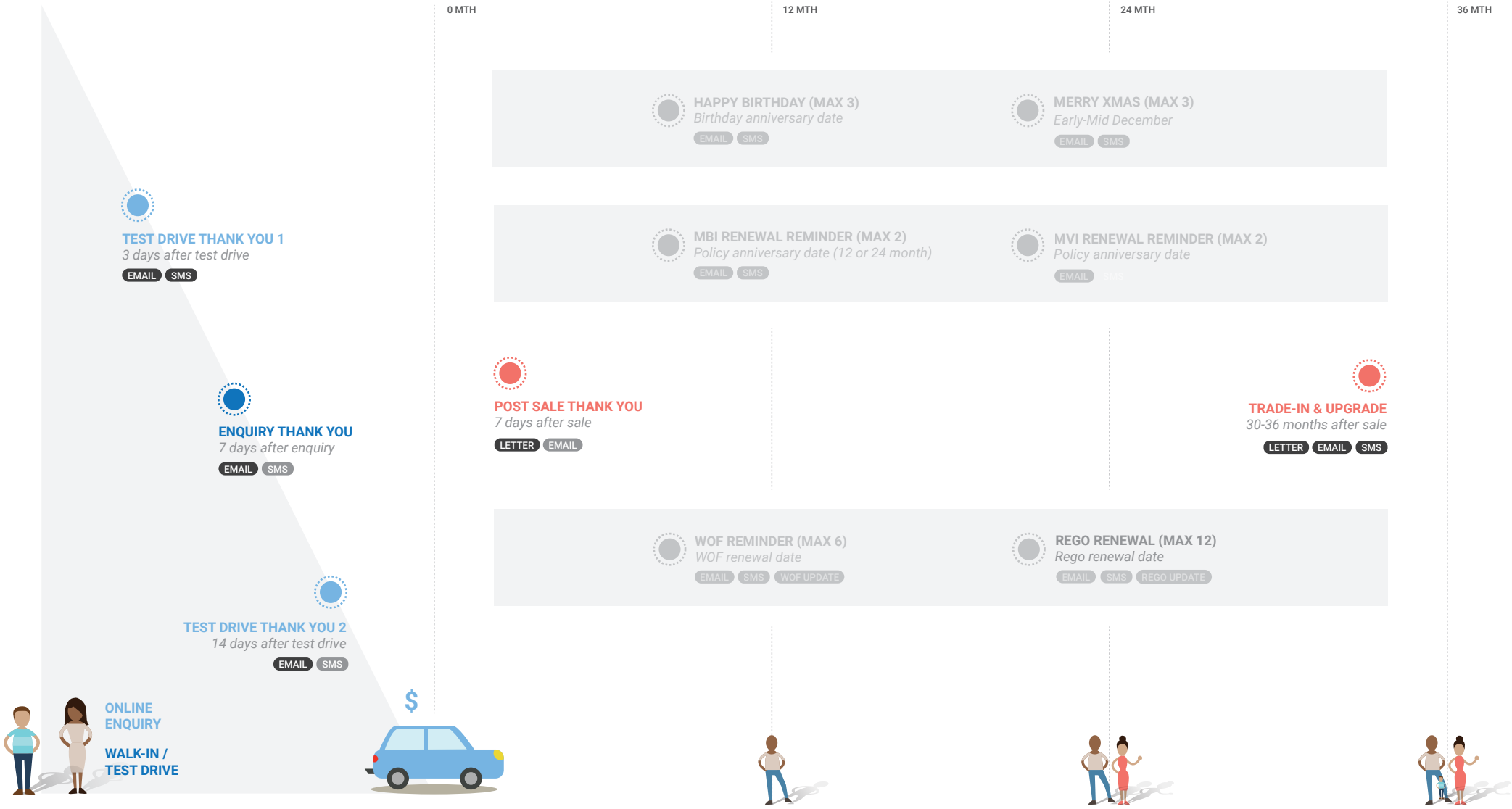
Essentials Plan Touchpoints



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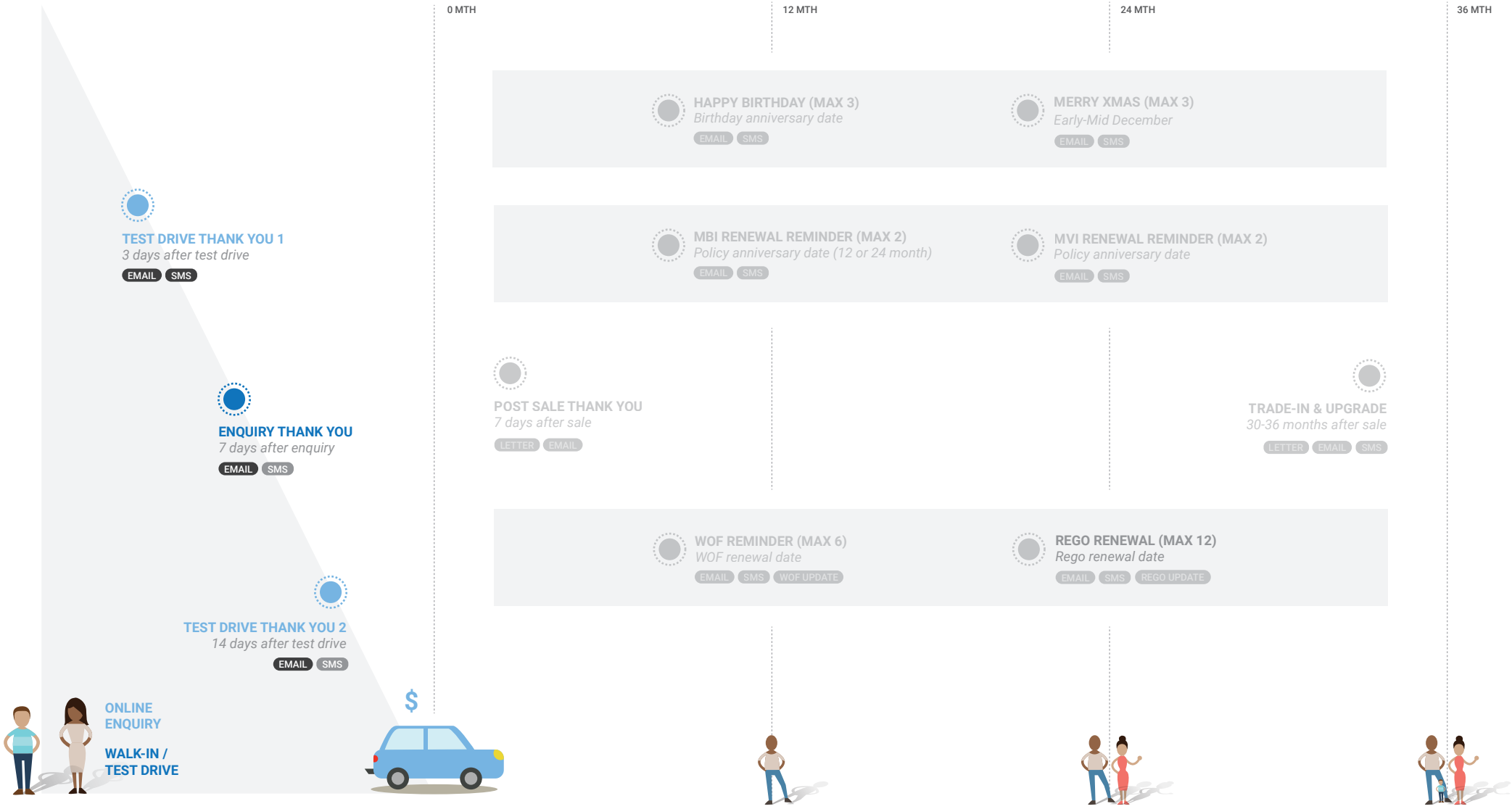
Pre-Sale Plan Touchpoints



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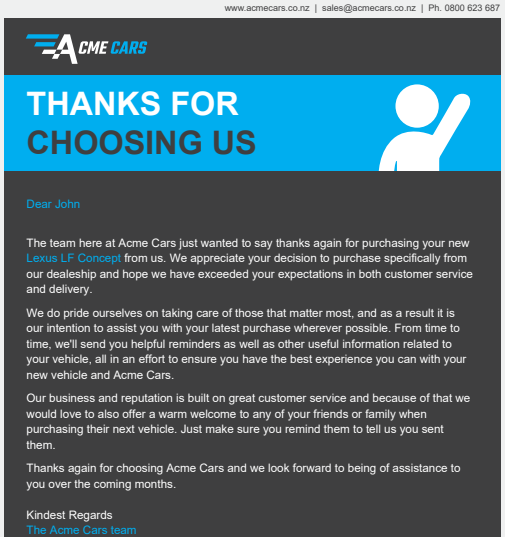
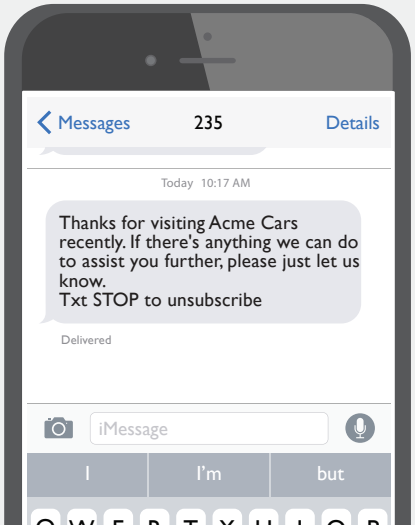
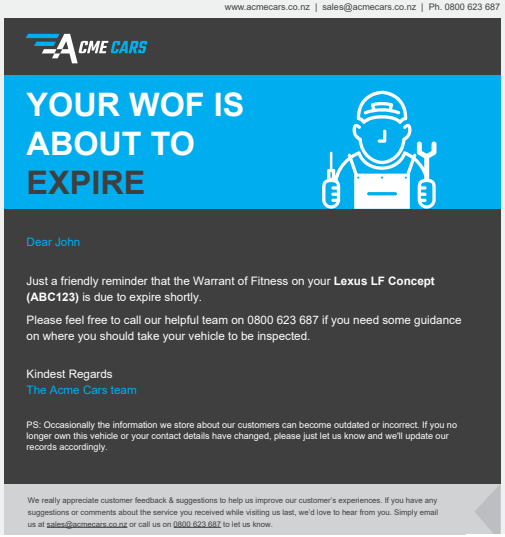
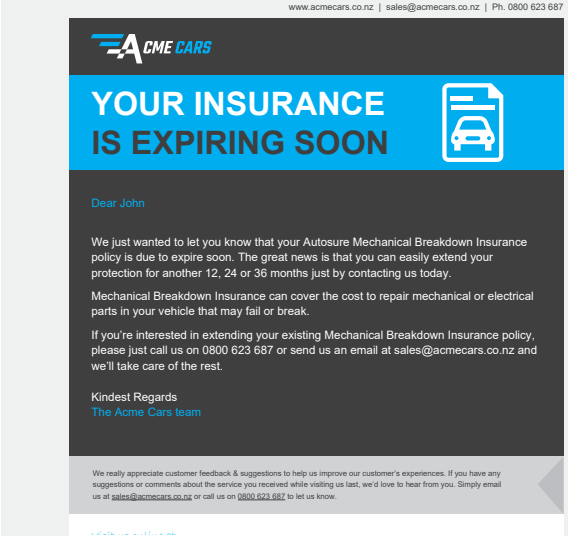
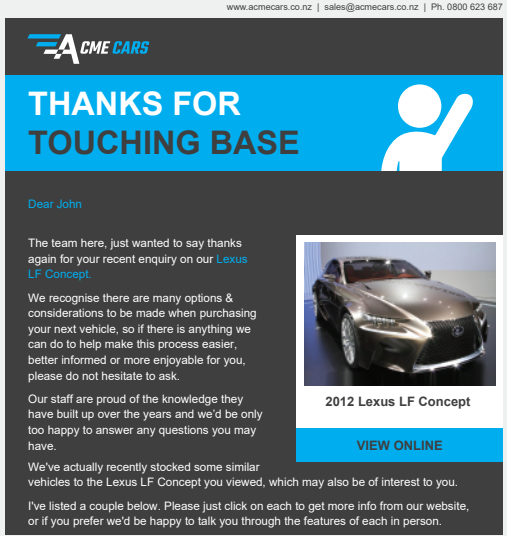
Template Samples











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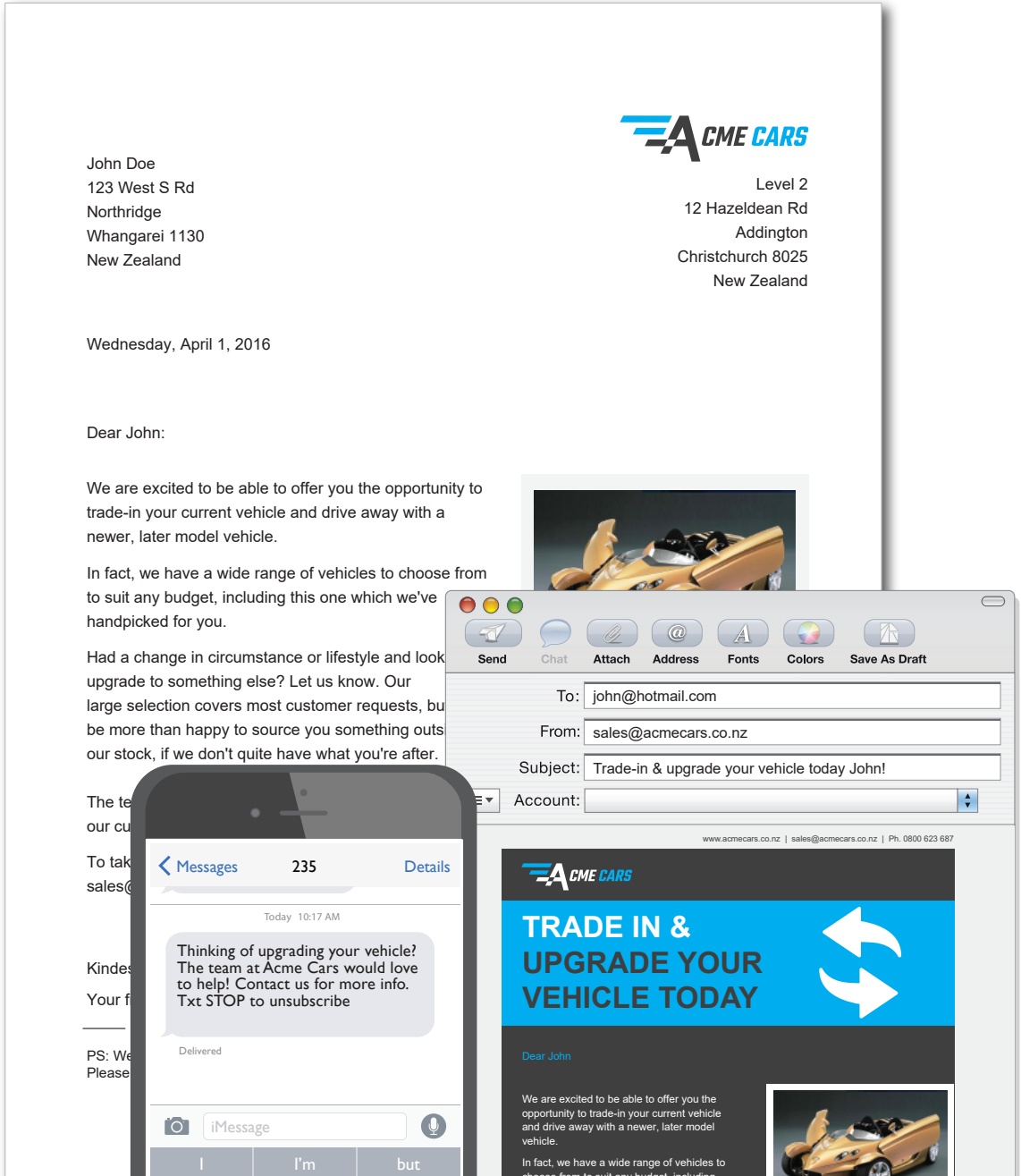
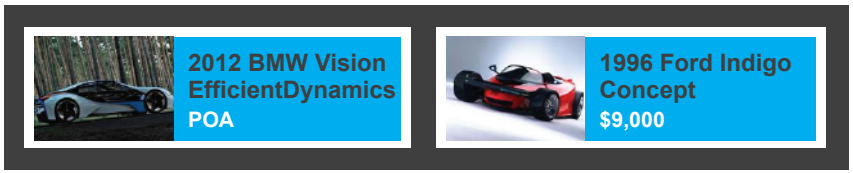
Trade In & Upgrade



- **Pinnacle communication piece** of customer life cycle
- Sent as **email, SMS & posted letter**
- **Automatically suggests** up to 3 vehicles in stock as possible trade ups



- **Message changes** depending on whether customer purchased using finance previously

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