

## DEALER CONTACT MANAGEMENT SOLUTION

Comprehensive online system which manages all aspects of field communication and the dealer contact process including reviewing dealer performance, scheduling and conducting dealer meetings as well as assigning/tracking actionable items.



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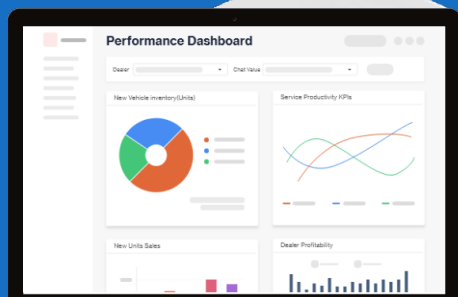
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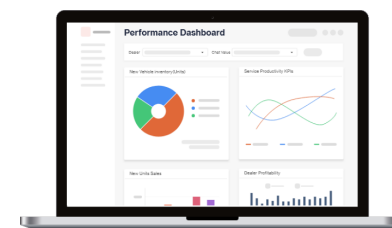
## INTRODUCTION

Growth oriented Motor Vehicle, PowerSports and Equipment companies strive relentlessly to develop a strong working relationship with their franchise network to drive performance improvement in both sales and fixed operations.

Effectively documenting dealer contacts and interactions and efficiently identifying specific areas of opportunities or weaknesses are vital to the success of field operations.

Optimum Info provides one common integrated platform that manages various aspects of dealer interactions and collaboration between OEMs and their dealerships.

## FEATURES



The system increases the collaboration and effectiveness of Field Manager interactions with dealers by supporting the following important processes:

### ① CONTACT MANAGEMENT PROCESS

Optimum's Contact Management process allows field managers to:

- Define specific areas of improvement
- Schedule and prepare dealer contact meetings
- Prioritize discussion topics
- Document discussions with dealership personnel
- Review peexisting action items /plan for new ones
- Communicate internally
- Track progress & escalate tasks

### ② ACTION ITEMS

The system helps field managers define and track specific actions dealers are committing to perform. The system provides extensive goal setting, tracking, communication and management capabilities around action items

### ③ FIELD ASSIGNMENTS

Field managers are always busy carrying out projects for corporate and regional managers. The Optimum system helps channelize all field assignments through one platform.

### ④ ASSESSMENTS

The system helps OEMs quickly develop and administer surveys to collect and analyze specific data from dealerships.

## FROM OUR CUSTOMERS

## Dealer Contact Process Enhanced

Meeting  
PreparationContact  
ProcessCollaboration  
ProcessManagement  
& AdminKPI Analysis  
DashboardReview  
PerformanceAction  
ItemsManagement  
/ Analysis  
ReportsPerformance  
ReportsContact  
Meeting  
Write-UpField  
AssignmentsConfigurable  
WorkflowMeeting  
SchedulingDiscussion  
DetailsDealer  
AssessmentsSystem-Wide  
SearchSystem  
CalendarSupplemental  
DocumentsBusiness  
PlanningKPI Data  
Feeds

## One Source for Multiple KPI Data

Contact System Database  
KPI Data Warehouse

- Financial KPIs
- Customer Satisfaction
- Registration
- Loyalty
- Digital Sales
- Service Retention

*"I've worked with Optimum and found them reliable and trustworthy partners. During the time we have worked together, the team has met every deadline and full delivery of the requirements agreed. With every integration, the Optimum team has worked very hard to earn and keep our client satisfaction."*

Field Support Manager, Automotive Company

*"For as long as I've worked in this industry, I've never worked with a vendor as responsive and as knowledgeable about automotive as Optimum Info's team. They are amazing!"*

Senior Manager, National Network Development,  
Automotive Company

*"Our Field Operations business planning use to take 1 to 2 hours and now takes less than 30 minutes!"*

Field Support Manager, Automotive Company



## ABOUT OPTIMUM INFO

Integrated cloud-based solutions for  
Automotive, Powersports, Transportation  
and Equipment companies globally.

## After Sales Operations Solutions:

Warranty Management  
Parts Ordering  
Tread Reporting

## Network Management Solutions:

Business Management  
Dealer Package Management  
Facility Project Management  
Dealer Contact Management

## Trusted by global industry brands



Polestar



Hyundai Capital

