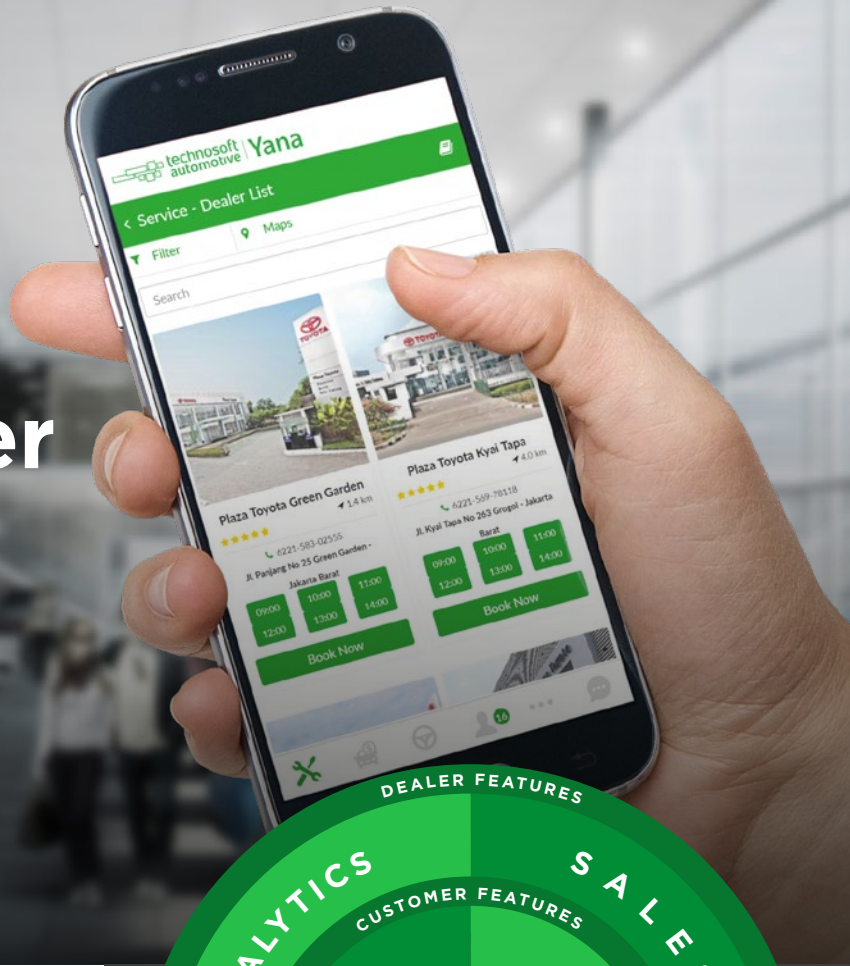
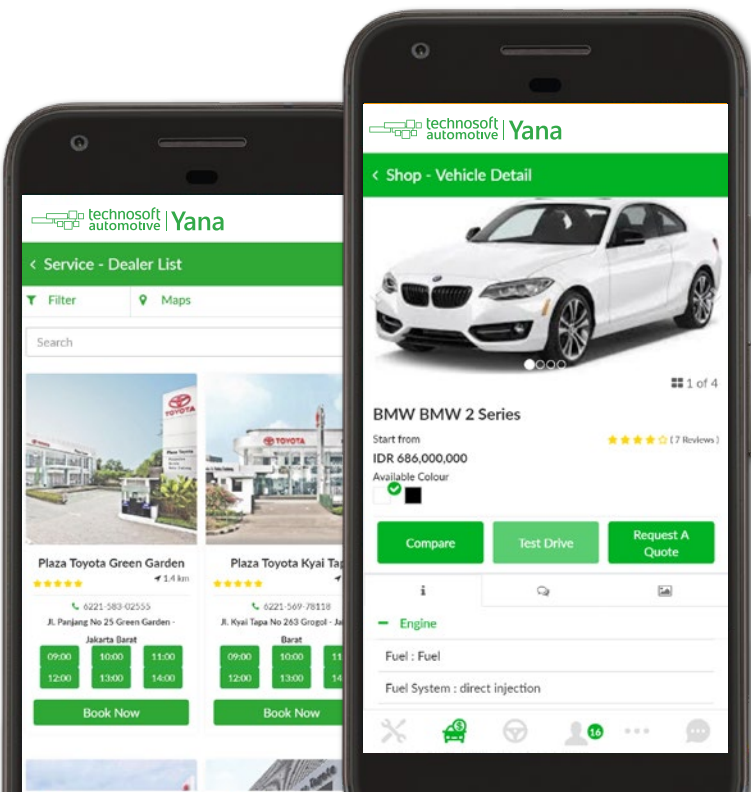


technosoft
Yana
 Car Owner App

Mobile customer engagement



Yana Car Owner App, a user-friendly & intuitive mobile application that runs with existing DMS and Dealer CRM, is designed for mobile customer engagement through Marketing, Sales and Service interaction between car owners & dealers - Anytime, Anywhere



ENABLING

Enabling dealers & service workshops to strengthen engagement with customers through modern lifestyle-mobile-applications and one-stop customer portal

EMPOWERING

Empowering car owners with detail vehicle service histories, access to service workshops - anytime, anywhere

EXTENDING

Extending vehicle shopping experience in the palm of customers with online quotation and test drive appointment

ENGAGING

Engaging with car owners through push campaign & notification, capture sentiments and potential leads through social listening

Dealer Features | Delivering a connected car ownership experience

Vehicle Sales

Extending vehicle buying experience to the palm of your customers with online quotation and test drive appointment. Manage price lists and quotations with mobile.

- Allow your customers to easily search for vehicles, perform price comparison and check customers reviews
- Increase test drive bookings through 24/7 online booking to receive test drive bookings outside operation hours
- Increase the number of bookings versus unscheduled walk-in test drive customers

Service and Parts

Send service reminders, schedule services appointments, completion notification to your customers

- Improve service workshop loading through 24/7 online booking to receive service bookings outside operation hours
- Increase ratio of bookings versus unscheduled walk-in service customers
- Increase bookings during off-peak hours, off-peak days or seasonal off-peak periods
- Reduce the number of cancellations and no-shows using automated reminder

Marketing

Set up, run and analyse marketing campaigns, personalised your marketing campaigns and manage your loyalty program

- Segment customers by attributes such as loyalty status, age group, geographical location, interest and hobbies
- Tailor personalised marketing campaigns by sending offers, promotions, and product updates to customers mobile devices
- Define reward program tiers, reward and redemption rules
- Deliver a VIP experience to loyal customers
- Increase customer spending and enhance customer lifetime value

Analytics

Access to live dashboards of sales pipelines and customers' feedbacks

- Instant visibility of your mobile customer channels
- Paperless customer survey process which eliminates data-entry of survey responses and analysis of feedback results and CSI
- Increase customer service retention through actionable insights from dashboards' and feedbacks' analysis

Customer Features | Convenience and Ease-of-use

New Vehicle

Search for vehicles, perform price comparisons for the best deal, make vehicle comparisons and view ratings and reviews by other customers. Schedule appointments for test drive using the mobile app and receive confirmation via SMS

- Access the vehicle shopping experience at the convenience of fingertip, using mobile app
- Receive vehicle recommendations from Yana Car Owner App's recommendation wizard based on pre-selected criteria and reduce time spent on search
- Obtain quotation online and request dealer to contact
- Schedule test drive and check booking status update using mobile app

Service

Receive service reminder, search & review service workshops, location driving directions and workshop ratings

- Receive next service reminders, no need to keep track of vehicle's service intervals
- Make decision on dealer based on ratings from other customers
- Book service anytime, 24/7, outside office hours and reschedule or cancel booking anytime, with a few clicks
- Be informed of service completion with notification
- Review dealers' ratings from other customers, provide ratings and comments after service completion via mobile

Brand Experience

Experience a consistent brand experience across all branches and across all touchpoints. Obtain privileges from customer loyalty program

- Expect knowledgeable service advisors, personalised customer engagement, fast responses time with every interaction with the dealer
- Receive personalised promotions and campaigns from dealers directly on mobile phones
- Contact dealers via online chat and get interactive help immediately
- Obtain privileges such as discounts, offers services, special invites, and products redemptions and VIP treatment by enrolling in customer loyalty program
- Redeem loyalty points for products and services by showing digital loyalty card on mobile app
- Track loyalty status and points balance, and redeem VIP privileges all in one place, from the convenience of mobile app

My Vehicle

Access vehicle details, inquiry histories and booking statuses and loyalty program in Yana Car Owner App - "My Vehicle"

- Access and manage multiple vehicles' details, inquiry histories, booking statuses and loyalty program in one place
- Retrieve transaction histories, check booking statuses and responses to inquiries
- Update preferences and interests to receive relevant and timely communications and promotions from dealer



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Gold Customer Relationship Management
Gold Enterprise Resource Planning
Gold DevOps
Silver Cloud Customer Relationship Management
Silver Cloud Platform