

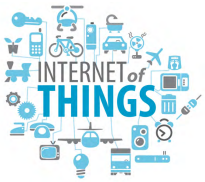
Bringing Internet-of-things to real world retail



What is IoT & how is it relevant to me ?









Watering Schedule for My Controller



Lawn - South



Lawn - North



Garden Beds



Garden Beds



Pool Garden



Natives

Garden Beds

Next Run	Wed, 1:20am
Length	10 minutes
Last Water	Never

Run this station now



Observations

Temperature



Current

23.7 C

Maximum

23.7 C

Rainfall



24 Hours

0.0 mm

Last Week

0.0 mm

Forecast

Tuesday



28 C

Partly Cloudy

0% chance of rain

Wednesday



27 C

Partly Cloudy

0% chance of rain

Thursday



37 C

Partly Cloudy

0% chance of rain



revolution
software services



Dealership retail sales



Sales pipe
numbers
game



Typical Road to a sale process

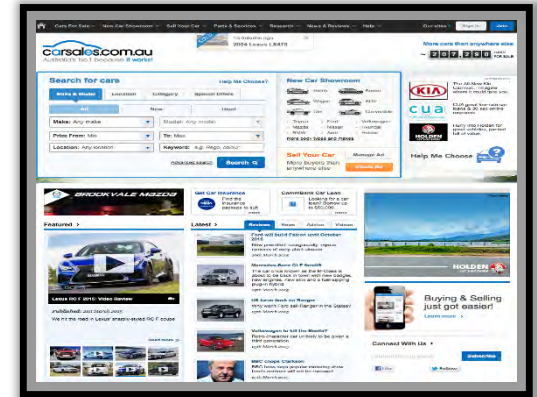
Walk-in



Phone

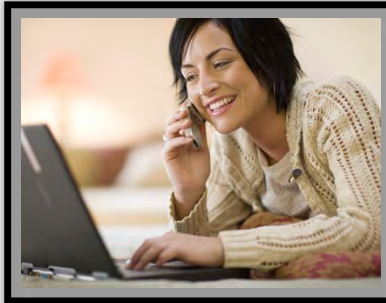


Web

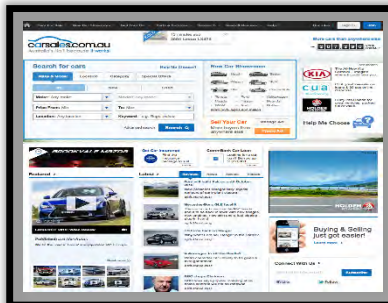


Marketing & CRM activities generating leads

Sales pipe processing – overview



Lead to an appointment



Sales pipe processing – overview

































Appointment to Sale

Sales pipe processing – overview



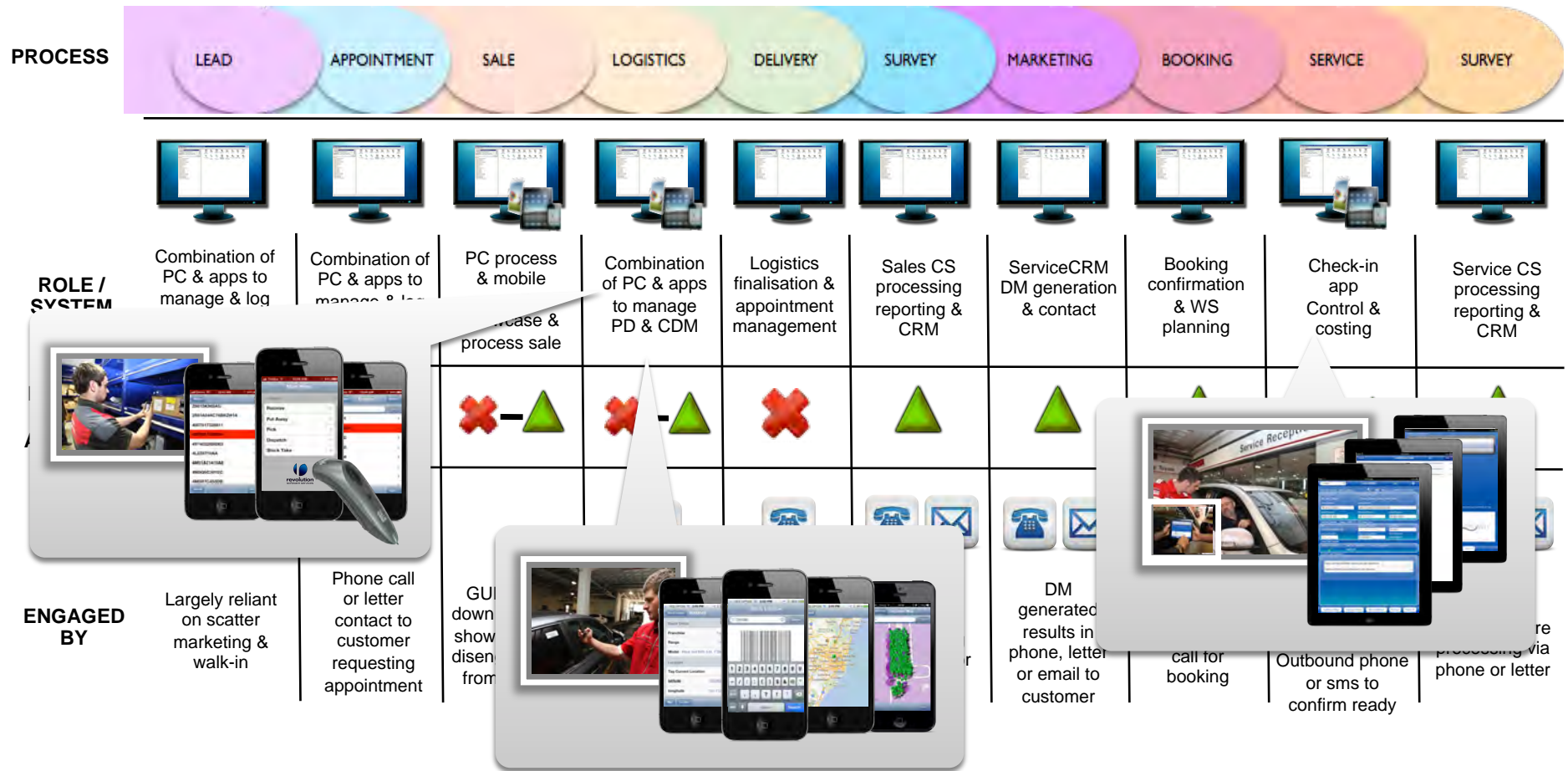
Sale, logistics & delivery

System supported process

PROCESS	LEAD	APPOINTMENT	SALE	LOGISTICS	DELIVERY	SURVEY	MARKETING	BOOKING	SERVICE	SURVEY
ROLE / SYSTEM	 Combination of PC & apps to manage & log leads on behalf of customers	 Combination of PC & apps to manage & log appointments on behalf of Guest	 PC process & mobile apps to showcase & process sale	 Combination of PC & apps to manage PD & CDM	 Logistics finalisation & appointment management	 Sales CS processing reporting & CRM	 ServiceCRM DM generation & contact	 Booking confirmation & WS planning	 Check-in app Control & costing	 Service CS processing reporting & CRM
EMPOWER & AUTOMATE										
ENGAGED BY	 Largely reliant on scatter marketing & walk-in	 Phone call or letter contact to customer requesting appointment	 GUEST sits down in front of showroom PC, disengagement from product	 Outbound call to customer for status updates	 Status & appointment calls	 Contact centre processing via phone or letter	 DM generated results in phone, letter or email to customer	 In or outbound call for booking	 Customer interaction with iPad app. Outbound phone or sms to confirm ready	 Contact centre processing via phone or letter































Poor customer empowerment, staff roles dedicated to input

Mobility helping process



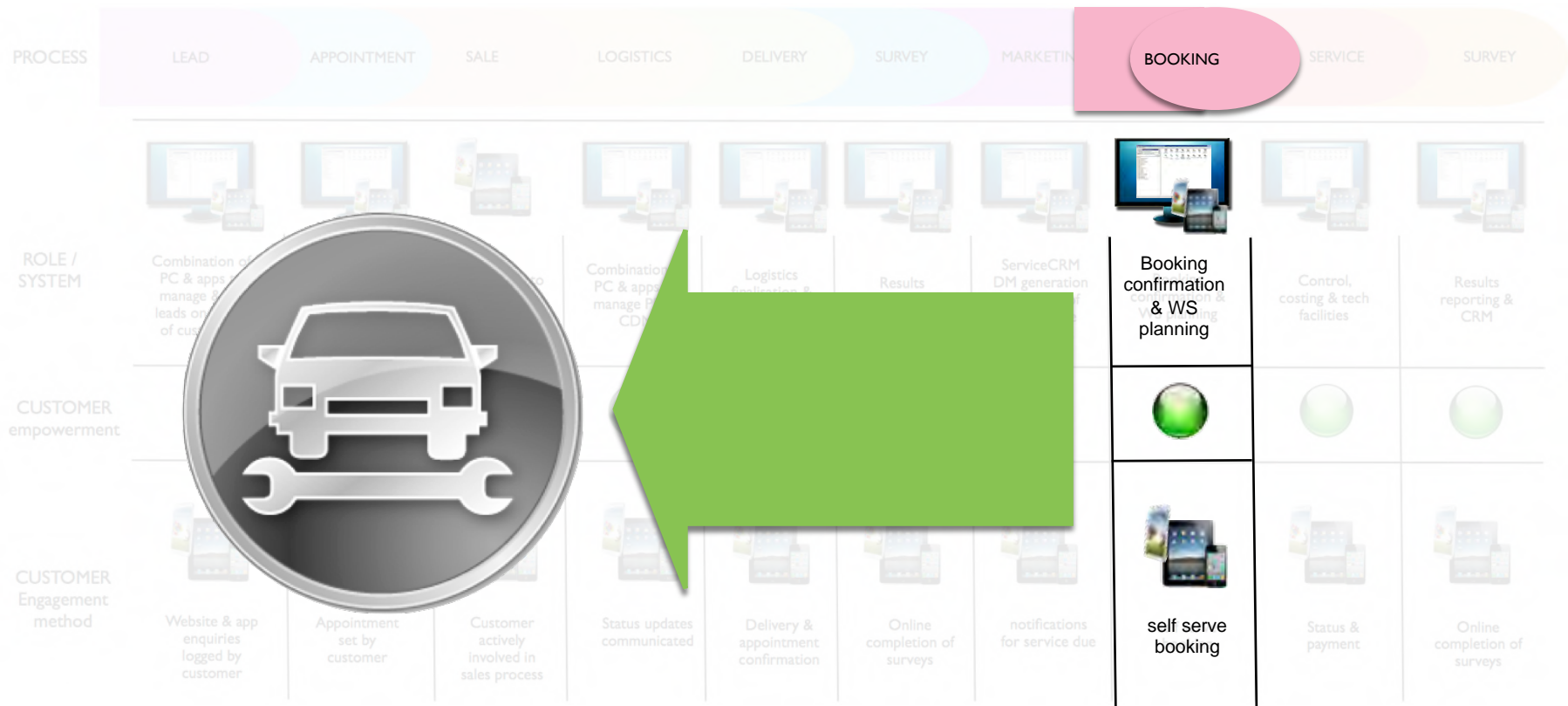
Mobility improves process efficiency

Consumer engaged Mobility

PROCESS	LEAD	APPOINTMENT	SALE	LOGISTICS	DELIVERY	SURVEY	MARKETING	BOOKING	SERVICE	SURVEY
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EMPOWER & AUTOMATE										
ENGAGED BY	 Website & app enquiries logged by customer	 Appointment set by customer	 Customer actively involved in sales process	 Status updates communicated	 Delivery & appointment confirmation	 Online completion of surveys	 notifications for service due	 self serve booking	 Status & payment	 Online completion of surveys

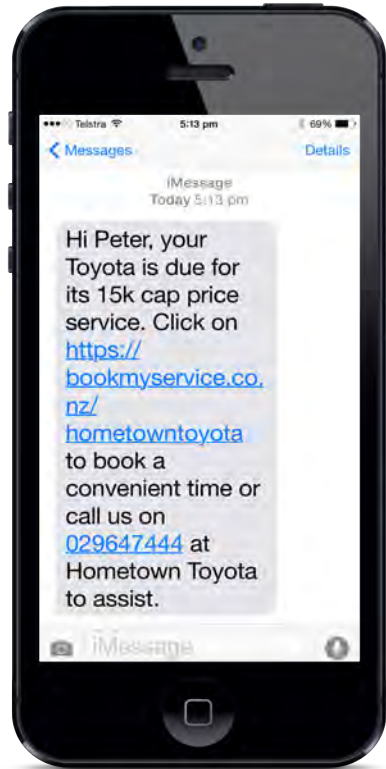
Customer Empowerment + process improvement + cost savings

Empowerment example - booking process

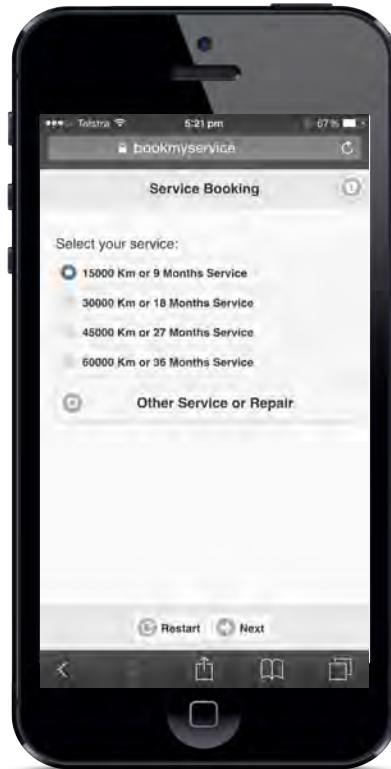


Improved communication, reduced marketing effort, cost savings
CONVENIENCE

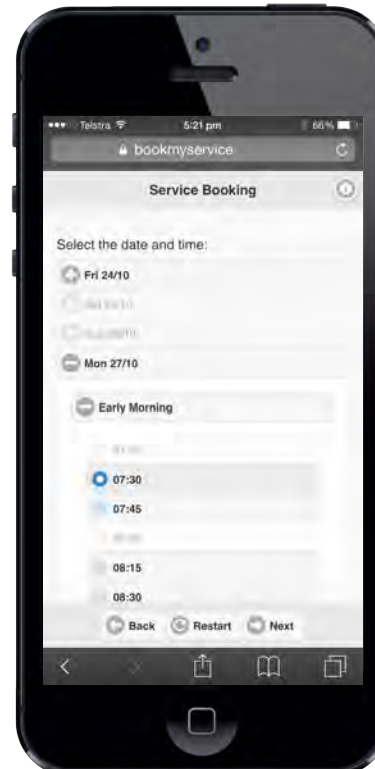
CRM Generated Direct Marketing



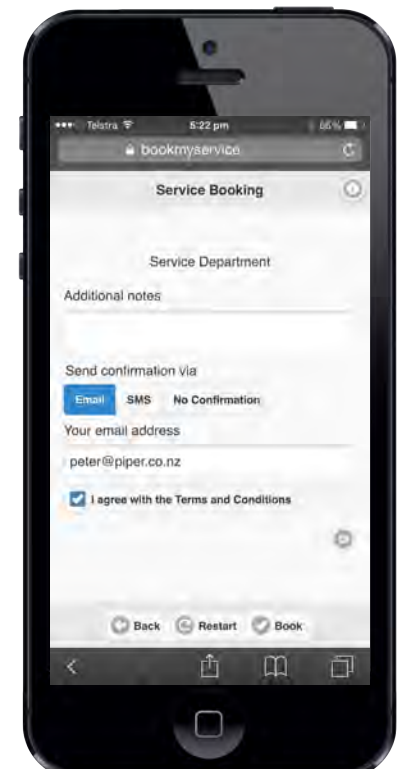
Marketing



Selection



Convenience



Confirmation

Empowerment leading to improved consumer engagement

Floor traffic monitoring issues



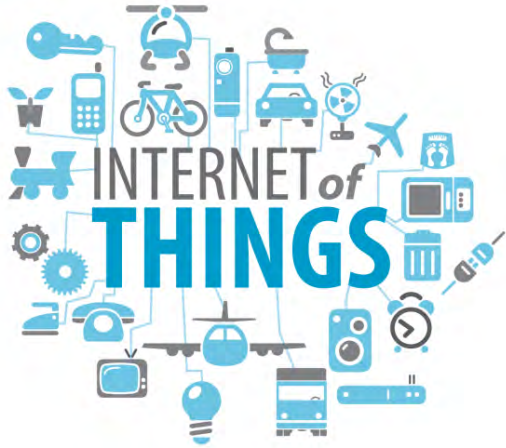
Logging floor traffic is essential in reporting & managing sales pipe

Sales Reception



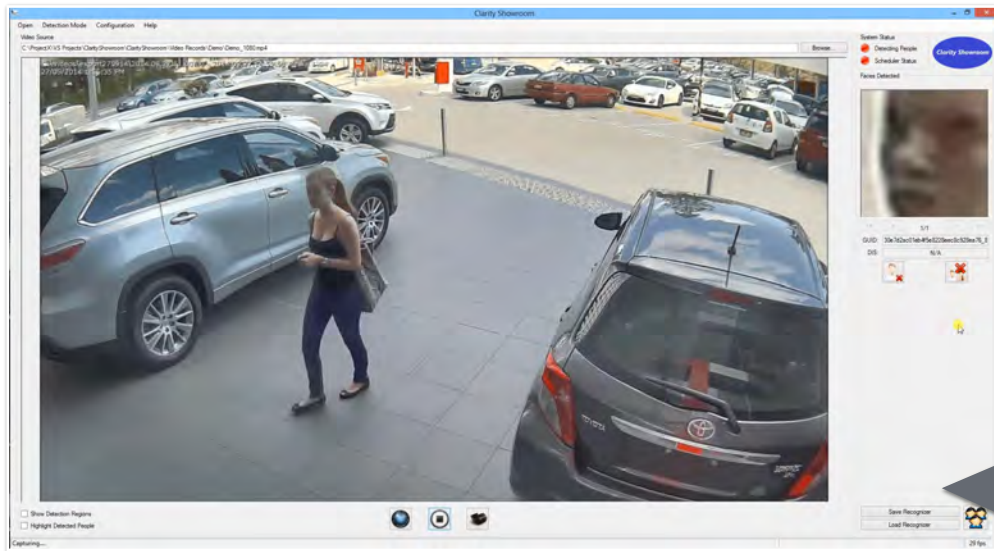
Problem Statement

*Floor traffic capture inconsistent & unreliable.
Requires strong processes and vigilance.*



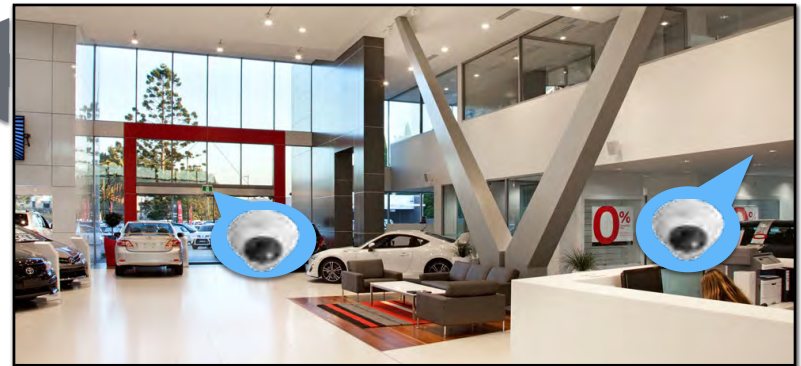


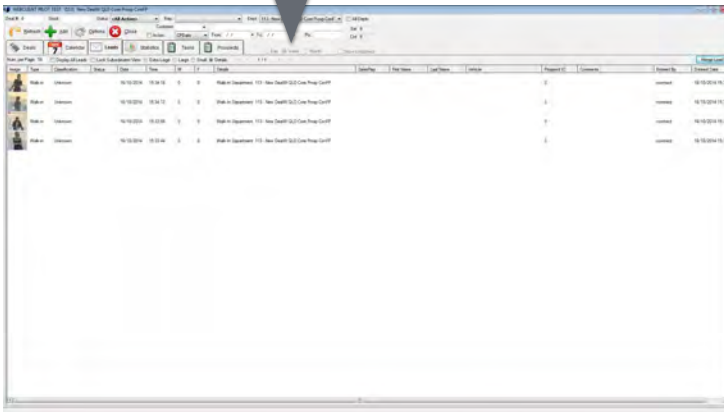
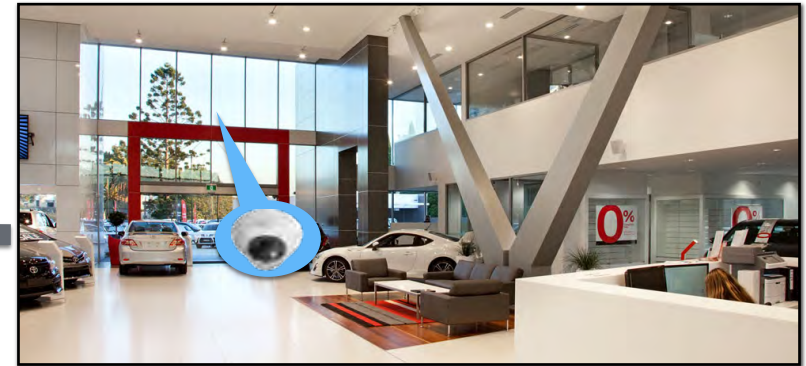
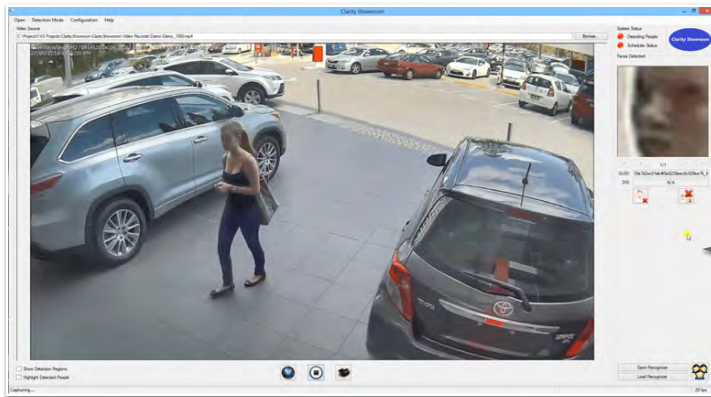
Strategically placed camera's to monitor entrance/exit



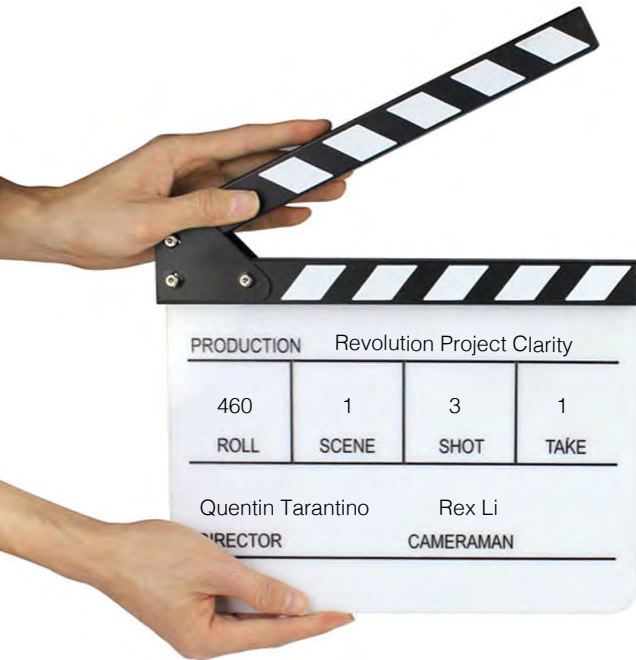
Live monitoring of showroom traffic

Revolution biometric processing engine





New lead created automatically
in the Revolution DMS



Watch in action

Powerful
automated
leads capture
& customer
recognition



PROJECT **Clarity**

Powered by Revolution CRM

Commercial in Confidence - Revolution Software Services



Recognised customers providing targeted marketing video
CRM follow ups for visits



Customer retail tracking



Low cost device to interrogate & map smart device footprint



PROCESS

LEAD

APPOINTMENT

SALE

LOGISTICS

DELIVERY

SURVEY

MARKETING

BOOKING

SERVICE

SURVEY

**ROLE /
SYSTEM**



Combination of PC & apps to manage & log leads on behalf of customers



Combination of PC & apps to manage & log appointments on behalf of Guest



PC process & mobile apps to showcase & process sale



Combination of PC & apps to manage PD & CDM



Logistics finalisation & appointment management



Sales CS processing reporting & CRM



Service CRM DM generation & contact



Booking confirmation & WS planning



Check-in app Control & costing



Service CS processing reporting & CRM

**EMPOWER
&
AUTOMATE**



**ENGAGED
BY**



Website & app enquiries logged by customer



Appointment set by customer



Customer actively involved in sales process



Status updates communicated



Delivery & appointment confirmation



Online completion of surveys



notifications for service due



self serve booking

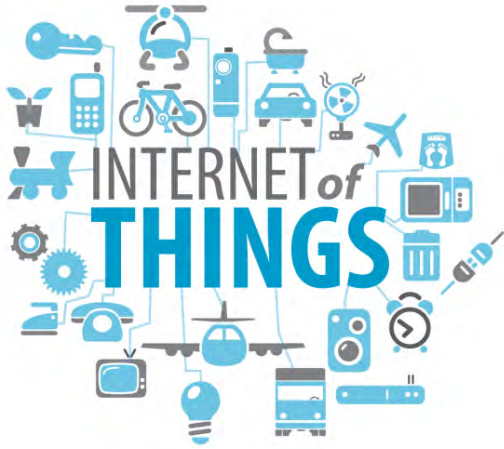


Status & payment



Online completion of surveys

Fundamental shift from supplying software to dealers to a facilitator of connected services



Thank you