

Automobile solution

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1. Introduction

- Unified communication platform for dealerships, service centers & insurance providers
- Combines predictive dialing, CRM, WhatsApp, SMS & reporting dashboards
- Streamlines customer engagement & operational workflows
- Real-time customer data, automation, and integrated channels reduce idle time and errors
- Call recording, monitoring, and reporting dashboards provide accountability and trust
- Timely service reminders, renewal alerts, and personalized offers build long-term loyalty



◆ Key Objectives

- Customer Acquisition & Retention
 - ☎ Service reminders, offers, insurance renewals → stronger relationships & repeat visits
- Operational Efficiency
 - ⚙️ Automation reduces manual effort → faster turnaround & improved productivity
- Timely Commitments
 - 📅 Automated alerts & CRM integration → appointments, renewals & feedback on schedule
- Agent Productivity
 - 👤 Real-time data, predictive dialing, CRM integration → personalized engagement & reduced idle time

2. Industry Context



1

Automobile Sector

- Highly competitive market with abundant customer choices
- Success depends on long-term relationships via after-sales service, insurance renewals & proactive engagement

2

Customer Expectations

- Personalized Service Reminders → Tailored to vehicle type, history & schedule
- Transparent Insurance Renewals → Clear premiums, due dates & options build trust
- Efficient After-Sales Support → Quick complaint resolution & structured feedback strengthen loyalty
- Digital-First Engagement → Customers prefer calls, SMS, WhatsApp & email for convenience

3

Challenges for Businesses

- Rising operational costs from manual processes
- Fragmented systems make tracking interactions difficult
- Risk of losing customers due to delays or missed communication
- Intense competition with similar offerings across dealerships

4

Alliance Telecom Solutions – The Answer

- Predictive Dialer → Automates outbound campaigns, reduces idle time
- CRM Integration → 360° customer view for personalized engagement
- Multi-Channel Communication → Voice, SMS, WhatsApp & email in one platform
- → Transforms customer engagement into a strategic advantage: higher retention, increased revenue, and competitive edge

3. Service Reminder Module



✓ 1. Automated Campaigns:

- Multi-stage reminders at 15, 7, and 1 day before service due date
- Fully automated campaigns reduce manual effort and ensure consistency
- Customizable reminders based on vehicle type, service history, and customer preferences



➔ 2. Customer Engagement:

- Customers receive SMS confirmations with service details and booking options
- Agents can schedule appointments directly from the portal for smooth coordination
- Supports two-way communication: confirm, reschedule, or cancel appointments



🔍 3. Integrated Interface

- Dashboard shows upcoming reminders, customer details, and booking slots
- Agents can filter reminders by date, campaign, or customer segment
- CRM integration provides a complete view of customer history during engagement

4. Post-Service Follow-up Module

The Post-Service Follow-up Module ensures that customer experiences after servicing are monitored, evaluated, and improved. By scheduling structured feedback calls and integrating complaint resolution directly into the CRM, dealerships can strengthen customer loyalty and identify opportunities for service enhancement.

- **Feedback Collection:**

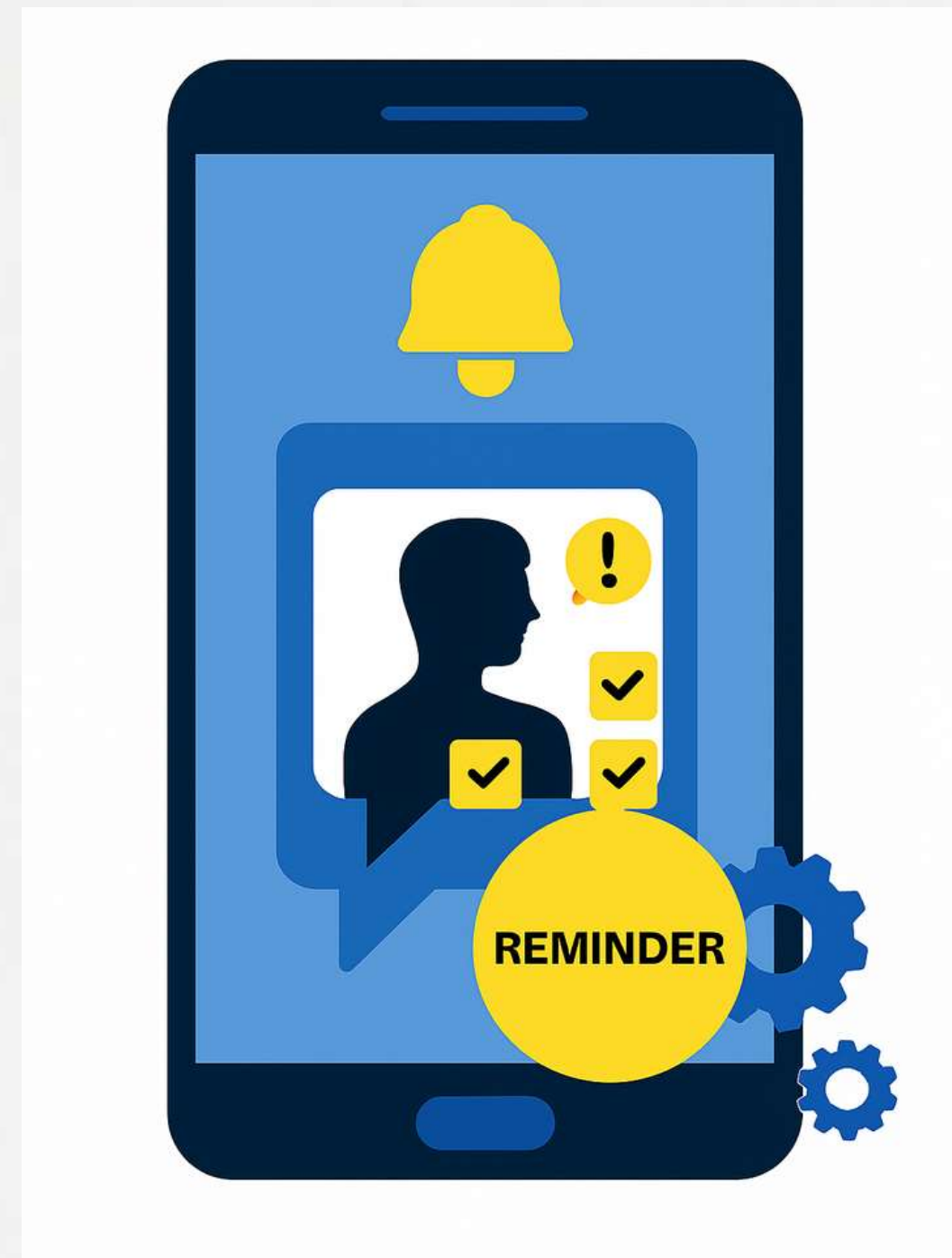
1. Follow-up calls at 3, 15, and 30 days post-invoice
2. Structured timeline ensures consistent feedback
3. Guided questionnaires for accurate data capture

- **Complaint Resolution:**

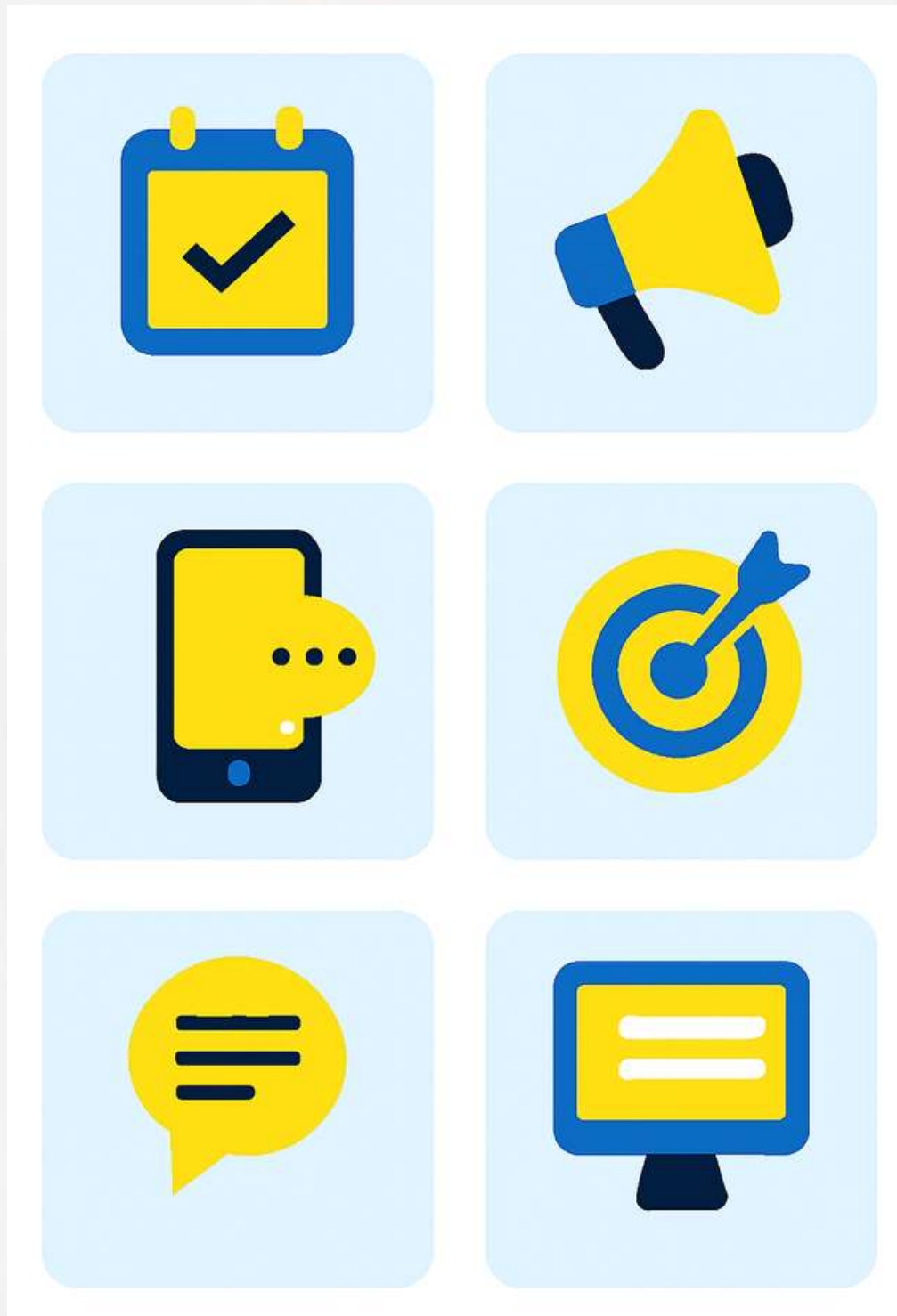
1. Issues logged directly into CRM
2. Auto-routing to relevant departments
3. Agents track status, update customers, and close cases

- **Interface:**

1. Full view of customer history: services, complaints, feedback
2. Questionnaire panel guides agents
3. Real-time CRM integration reduces manual effort



5. Insurance Renewal Alerts



📅 1. Timely Premium Alerts

- Automated campaigns at key intervals
- Reduces missed renewals and policy lapses

🔊 2. Clear Renewal Information

- Premium amounts, due dates, renewal options
- Transparent and consistent communication

🎯 3. Personalized Reminders

- Customization based on customer preferences
- Higher relevance and response rates

➔📱 4. Multi-Channel Outreach

- SMS, WhatsApp, voice calls
- Reaching customers on preferred platforms

🗉 5. Interactive Engagement

- WhatsApp for instant confirmation or queries
- Voice calls for upselling extended coverage

🗉 6. CRM-Integrated Dashboard

- Dashboard with insurance details and filters
- CRM integration and automatic logging for compliance



6. Sales Enablement Module

The Sales Enablement Module transforms dealership sales into organized, data-driven campaigns that boost customer engagement and conversions. It empowers agents with targeted outbound campaigns, personalized insurance upselling, and structured workflows supported by CRM integration. With predictive dialing, ready-to-use scripts, and real-time dashboards, the module ensures higher productivity, consistent communication, and measurable results for revenue growth.

📞 1. Outbound Campaigns

- Agents run targeted campaigns for seasonal offers, product launches, and service packages
- Campaigns are customizable by vehicle type, purchase history, or service frequency
- Supports upselling of extended warranties and accessories
- Predictive dialing boosts call volume and reduces idle time

📄 2. Insurance Upselling

- Personalized outreach for long-term policies and add-on coverage
- CRM access enables tailored conversations based on insurance history
- Automated scripts highlight benefits like cost savings and extended protection
- Disposition codes track upselling success and campaign effectiveness

📊 3. Agent Interface & Reporting

- Ready-to-use scripts ensure consistent and professional conversations
- Auto-generated customer lists segmented by campaign criteria
- Agents log call outcomes instantly using disposition options
- Managers monitor campaign progress and adjust strategies in real time

7. Lead Referral System

The Lead Referral System is designed to help dealerships and service centers capture new business opportunities directly from existing customer interactions. By enabling agents to record referrals during calls and automatically queue them for follow-up, the module ensures that no potential lead is lost and every opportunity is tracked transparently.

1. Referral Capture

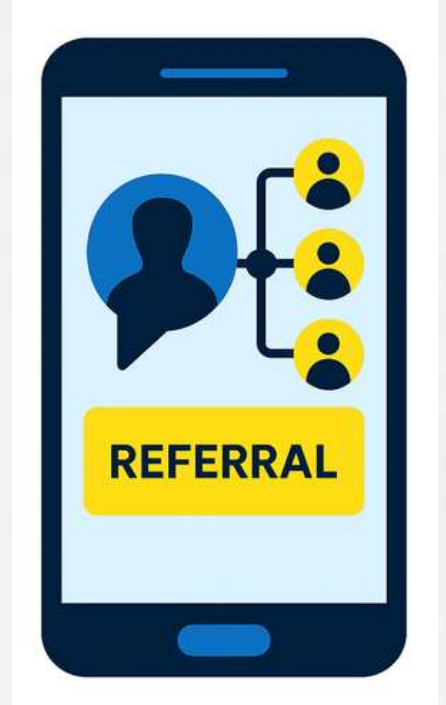
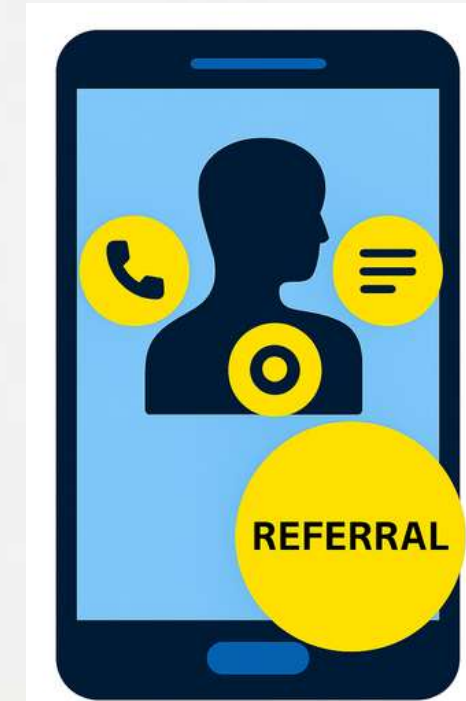
- Agents record referrals (friends, family, colleagues) during customer conversations
- Details (name, contact, interest type) entered directly into CRM
- Each referral linked to source customer for traceability
- Eliminates manual notes, ensures consistent logging

2. Queue Management

- Referrals automatically queued for follow-up by agents/sales teams
- Leads prioritized by urgency, product interest, or campaign type
- Ensures timely contact and no referral overlooked
- Managers monitor queues, assign leads, and track conversions

3. Interface

- Dashboard shows referral details, source customer, and follow-up status
- Agents filter referrals by campaign, date, or status (pending, contacted, converted)
- Integrated CRM auto-logs referral outcomes for reporting/analytics
- Managers view performance metrics to evaluate campaign effectiveness



8. Customer Interaction Flow

The Customer Interaction Flow defines the step-by-step process through which agents engage with customers using the ATS portal. This structured workflow ensures consistency, efficiency, and transparency across all customer touchpoints, from initial contact to post-service follow-up.

1. Agent Login & Workflow Mapping

- Agents log into the ATS Portal using secure credentials
- Campaigns and inbound groups are auto-mapped for correct workflow alignment
- Role-based access ensures compliance and prevents unauthorized use

2. CRM Pop-up & Predictive Dialing

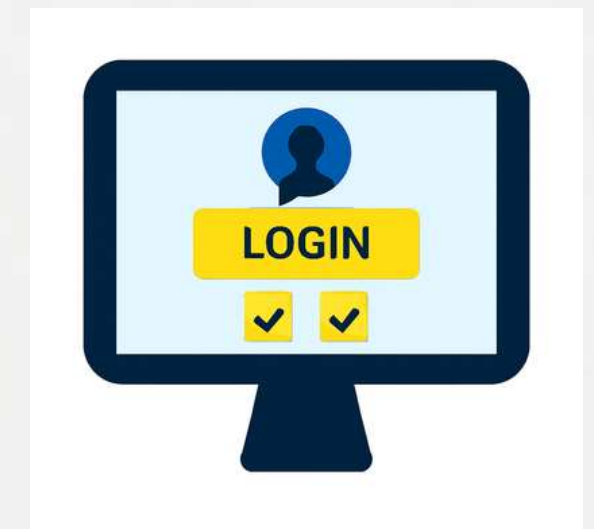
- CRM displays customer details (service history, insurance, prior interactions) as soon as a call starts
- Predictive dialer connects agents to customers efficiently, prioritizing calls by campaign type
- Reduces idle time and maximizes call throughput

3. Appointment Booking & Feedback Capture

- Agents schedule service appointments directly from the interface
- Feedback is recorded using structured questionnaires
- All data is logged instantly into CRM for future reference

4. Referral Logging & SMS Reminders

- Referrals and complaints are captured and tagged in CRM with full traceability
- Automated SMS reminders are sent before appointments to reduce no-shows
- Improves transparency, accountability, and workshop efficiency





1. Default Reports

- Track agent performance: total calls, talk time, conversion rates, satisfaction scores
- Summarize campaign outcomes: conversions, callbacks, uninterested responses
- Maintain complete call logs with timestamps, agent IDs, and disposition codes

2. Custom Reports

- Configurable formats tailored to business needs
- Apply filters by campaign type, date, agent group, or customer segment
- Highlight KPIs like renewal rates, appointment adherence, upselling success
- Export reports for sharing or system integration

3. Real-Time Dashboards

- Live visibility into queues, agent status, and campaign progress
- Monitor active calls, pending callbacks, and missed opportunities
- View agent login status: on call, idle, unavailable
- Continuously updated KPIs: call volume, conversion %, satisfaction

4. Interactive Insights

- Dashboards allow drill-down into specific campaigns or agent performance
- Managers can make informed decisions and optimize operations
- Ensures transparency, accountability, and compliance across teams



11. Installation & Support

The Installation & Support Module ensures that the Automobile Engagement Suite is deployed quickly, configured correctly, and supported continuously. Alliance Telecom Solutions provides a structured process that minimizes downtime, equips teams with the necessary skills, and guarantees reliable assistance throughout the product lifecycle.

Deployment

- Standard installation completed within one week for rapid go-live
- Configuration of campaigns, CRM integration, and communication channels (voice, SMS, WhatsApp)
- End-to-end testing ensures dialer performance, reporting accuracy, and multi-channel functionality
- Optional customization aligns workflows with specific business processes

Training

- Administrators trained on campaign setup, dashboards, and system configuration
- Agents trained on portal login, dialer usage, disposition logging, and WhatsApp/SMS integration
- Hands-on sessions build confidence for real customer interactions
- User manuals and quick-reference guides provided for ongoing support

Support

- Phone support for urgent technical issues
- Chat support for instant troubleshooting and clarifications
- Remote login for secure, off-site technical assistance
- On-site visits available for critical issues and large-scale deployments
- SLAs define response/resolution timelines for accountability and reliability

12. Closing Note



Automobile Engagement Suite

- Not just a dialer — a complete ecosystem for customer interaction. Designed by Alliance Telecom Solutions Pvt. Ltd., the suite unifies service reminders, insurance renewals, sales enablement, lead referrals, and post-service feedback into one platform. Every customer touchpoint is managed with precision, transparency, and care.

Sustainable Growth for Automobile Businesses

- Automates reminders and renewals to secure recurring revenue
- Structured feedback and complaint resolution strengthen trust and loyalty
- Sales enablement and referral systems expand customer base organically
- Reporting & analytics deliver actionable insights for efficiency and profitability

Customer-Centric Engagement

- Customers receive timely, personalized communication across calls, SMS, and WhatsApp
- Transparent processes build credibility and long-term relationships
- Multi-channel communication ensures convenience and satisfaction

Commitment from Alliance Telecom Solutions

- Reliable, scalable, and future-ready technology
- Rapid deployment with seamless integration into operations
- Comprehensive training and ongoing support to elevate engagement standards

Final Thought

- The Automobile Engagement Suite is more than a tool — it is a strategic partner for growth, helping dealerships and service centers thrive in a competitive market while keeping customers at the heart of every conversation.