



An idea7 Product

DealerWeb



For Smart Management of Your
Dealers' Web Presence

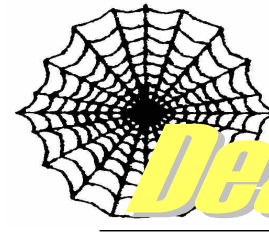
the need



- More and more customers are using websites as the primary research tools for their automobile purchase
- Manufacturer and dealer websites have a huge impact on an automobile brand identity
- Auto manufacturer websites can only provide limited information owing to various considerations such as corporate norms
- Customers also expect to see basic e-commerce applications such as test drive booking, service appointments etc. on dealer websites
- E-commerce can help in solving issues such as 'vehicles without service appointments' that have eluded dealers for long time
- Manufacturers expect compliance on corporate identity, validity of info on dealer websites etc. but it is at times practically impossible for dealers to meet these expectations



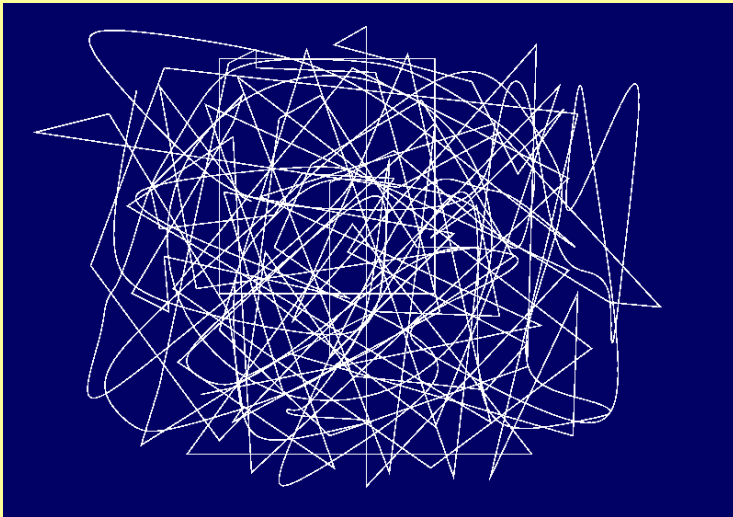
current scenario



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- More than half of the dealerships of leading car brands do not have websites or corporate mail ids
- Existing websites have issues pertaining to
 - Branding Norms
 - Newness/validity of product and other info
 - Delay in information updating on crucial occasions such as a product launch
 - Poor standard of the content
 - Lack of “must have” e-commerce applications such as test drive booking, service appointment booking
- Dealer compliance on test drives norms and service appointment norms as set by manufactures is low.
- Most of the dealers do not have access to quality content and web development resources at their disposal
- It is expensive for a dealer alone to maintain a corporate standard website and corporate mail ids



the solution



Use of a collaborative web platform by dealers of the same brand that has following standard and customized components

Standard Components

- Templates based on branding norms of product and manufacturer
- Basic e-commerce applications such as buying enquiry registration, customer profile creation, test drive booking, service appointments etc.
- Updated product Info pages with sales oriented info
- Response Management System

Customized Components

- Dealer Profile, Facility Details, Maps etc.
- Deals/Promotions
- Dealer Events and CRM Programs
- Dealer news



benefits



- Manufacturer control on branding of the website
- Dealer compliance on norms
- One shot updating of product info/other relevant news on all dealer websites
- Uniform e-commerce applications and CRM activities that become the hallmark of manufacturer brand
- Better customer registration and profile tracking
- Additional avenue to announce dealer events and promotions
- Better corporate image and customer access for dealers



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DealerWeb is a collaborative platform that ensures your web brand identity at POS level and facilitates this by making it cheaper for the dealers to have a high quality, adequately designed website with all the important e-commerce applications.

DealerWeb comes with :

- Specific Dealer url such as excellentmotors.tatamotorsdealers.com
- Mail ids as rajesh@excellentmotors.tatamotorsdealers.com
- Uniform Product Info pages and brand news pages in all the dealer websites that can be updated in one shot
- Standard applications for buyer enquiries, test drive booking, service appointment booking, customer profile form, e-brochure request, Customized pages for dealer "about us", "contact us" "events" "deals & promotions" etc. with standard templates
- Self update interface (administrator interface) for dealers to update the news, deals & promotions
- Response management tools



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DealerWeb is an easy, cost effective way to manage high quality web presence of your dealerships.

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