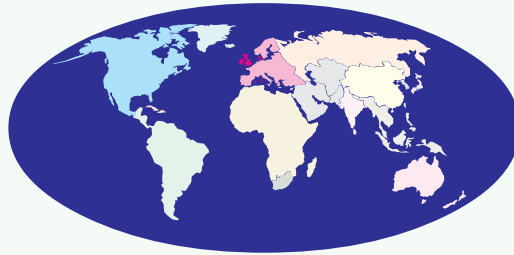




Researched, compiled and published by Woods & Seaton



Contents List & Prices



International Automotive Systems Customer Relationships Management - "CRM"

May 2009

and

"Digital Marketing"

July 2009





International Automotive Systems Customer Relationships Management - "CRM" May 2009

Overview

1. Coverage

This Analysis concentrates on the sometimes dramatic progress in recent years in the use of IT to support "CRM" in automotive retailing, and the current situations of the participants.

It covers...

- The North American and European markets, plus some wider views.
- Users of IT, primarily the Dealers and Groups, but also the OEMs and finance sources which are often their Partners in "sharing" customers and prospects.
- How the variety of uses and complexity of IT have increased.
- The providers of IT systems and services... "DSPs" - what they offer and how they operate.

2. Related Analyses

References are made to two other recent Analyses....



"CRM" functions are included in many of the systems and services reviewed in these and some of our other Analyses...

- For example, a [Sales Workstation](#) usually includes at least some [contact management](#) functions, and a [Service Inspections](#) system has a [direct impact on customer relationships and satisfaction](#).

We have concentrated here on systems and services which are primarily intended to support "CRM".

3. Users of "CRM" in automotive

"CRM" is an integral part of automotive retailing, practised with varying degrees of skill and success by...

- Dealers
- Dealer Groups - which have multi-brand and multi-location complications to manage
- OEMs - primarily the vehicle manufacturers, but including vehicle importers
- Finance sources - both OEM "captives" and the independents.

Implementation of "CRM" can be complicated by the shared interest of the Dealer, the OEM and a finance source in the same customer.

4. Contents of this Analysis

The following 7 pages list the headings covered. Names of individual system providers (DSPs) in Sections 5, 6, 7 and 8 have not been shown. However, anyone who is interested in receiving the Analysis, and wishes to know which DSPs are included, is welcome to call Mike Seaton or Jo Whittingham on...

44 (0) 16285 25960

We are pleased that responses from Subscribers who have already received the Analysis are positive, including some who want additional copies.

Pricing details are provided after the Contents pages.

We also have a new, related Analysis ... see details on the next page...



International Automotive Systems

"Digital Marketing"

July 2009

Overview

A fast-growing market

In the past 2 or 3 years, several organisations have presented themselves as Specialist Providers of "Digital Marketing" services for Dealers and their OEMs, including...

- Advanced Web sites
- Search Engine Optimisation (SEO)
- Search Engine Management (SEM), with "pay-per-click" advertising.
- Outsourced services for managing Dealers' advertising budgets.

These Specialists come from a variety of backgrounds, including...

- Web site providers
- Dealer system providers
- Marketing and Advertising Agencies.

Not only in North America...

Not surprisingly, the highest profile activities have been in the USA.

- More surprisingly, as our research has progressed, **it has become clear that Europeans are also active, and in tune with their local markets.**

Our new Analysis covers...

- The functions of "DM" and the variety of participants.
- The North American and European markets, plus some wider views.
- Users of "DM", primarily the Dealers and Groups, but also the OEMs which are often their Partners in "sharing" customers and prospects.
- The providers of "DM" systems and services - the "DSPs" - what they offer and how they operate.

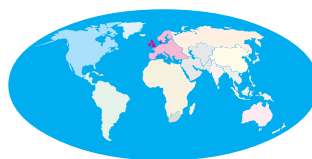
Note: A wide range of DSPs is covered, but there are others which we do not yet know who are "out there" in the markets. We plan to include them in later editions when we find them.

Our first edition of "Digital Marketing" was sent to all of our regular Subscribers in July.

The Analysis is also offered to those who are not regular Subscribers.

For those who purchase *Customer Relationships Management - "CRM"*, the *"Digital Marketing"* Analysis can be purchased for an additional 50%.

It is available separately at the same price as the *"CRM"* Analysis.





International Automotive Systems
Customer Relationships Management - "CRM"
May 2009
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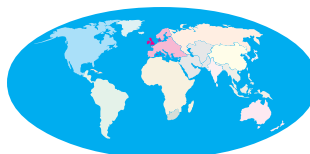
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