

PFW IntelliDealer

Customer Care

Know your customers better and market to them directly

Key Features

- Customer profiling, in order to access key information about the customers with which you do business
- Analysis by geography and business type, which allows you to select and view a list of customers by province/state, sales territory, salesperson, county, township, lot, concession, location, business class, size, type, owner, equipment, and Dun & Bradstreet rating
- Call scheduling, so that you can take advantage of follow-up call information entered throughout the IntelliDealer suite of applications. This information is tracked and can be viewed showing the details of the calls to be made, by salesperson, and has the ability to display the information in a calendar format
- An analysis of what calls are being made, selected by type, purpose or result, using criteria such as date, salesperson or category
- The ability to create and maintain custom forms that are used for marketing campaigns
- The selection of a list of customers to be targeted for the campaign, based on a predefined set of criteria – and marketing campaign methods such as fax, e-mail, letter, label, or merge file
- Customer Portal gives you the flexibility to open whatever door you need regarding customer and transaction information...and it's fully customizable, which allows you to create a space that contains the customer information that is most relevant to your position

Gain a greater awareness of who exactly your customers are – and what they really need from you. This knowledge assists you in responding to and anticipating your customers' requirements – essential in your efforts to increase customer loyalty and retention.

PFW IntelliDealer Customer Care gives you a real-world, real-time and on-demand view of your dealership's customers, allowing you to analyze and put to work the customer information you've gathered in your PFW dealer business system. Large amounts of data can be sorted, based on selection criteria, for a variety of marketing uses: customer analysis by geographic and business classifications, customer call-scheduling and analysis, and customer reports and marketing campaigns, as examples. Selected customers can be excluded or made part of a marketing campaign, as needed, through Customer Care and its aid in better "understanding" your customer base.

Know Your Customer, Help Your Business

Knowing who your customers are, where they're located, and what their buying habits are is a key part of Business Intelligence. CRM (Customer Relationship Management) focuses on automating and improving the business process associated with managing customer relationships in the areas of sales, marketing, customer service and support. PFW IntelliDealer Customer Care is CRM that helps place the customer front and center – exactly where they should be.

Select Year:

Select Sales:

Select Purchase Type:

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(Note: Comparison with last year is calculated on a weighted average based on the current month.)

Total Purchases - Total							Results to display: 10
Name	Territory	Salesperson	County	Business Class	Size Type	Purchases	%
Greg Smith		Sys Misc			0	2,559,268	↑ 9999.9
ABC Rook's	Guelph Commercial	Andrew Lewis		54	0 A2	2,391,539	↑ 61.1
Elizabeth Campbell		Sales	MID		97	1,654,778	↑ 9999.9
Georgetown Rentals		Management			0	785,727	↑ 9999.9
Edward Vance		Parts	MID		0	658,966	↑ 9999.9
Conton Construction	26A	Ray Western	HUR	CA	6000 A1	634,492	↓ -61.8
Acme Produce & Storage	11A	John Smythe	HUR	VE	5000 A1	600,311	↑ 42.1
Bill Rounder		Sales			0 \$\$\$	555,585	↑ 85.2
Overview Campground		Parts			0	450,000	↑ 9999.9
Randle Farms Ltd	11A	John Smythe	MID	CA	3500 A1	317,690	↑ 64.4
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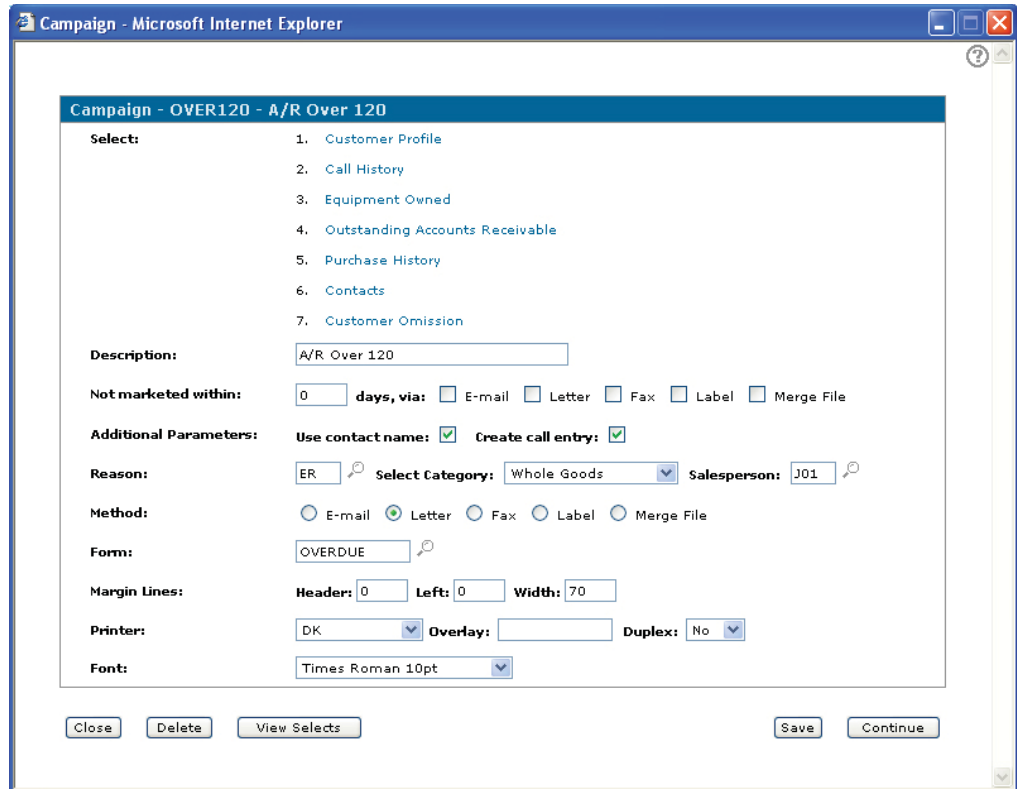
To boost your CRM effort, capture a list of customers by purchase amount in a selected geographical area.

Marketing Options

- Send a “thank you” letter to customers who have purchased equipment from you in the last 30 days, or a “Past Due” letter to customers who are past due on their account, plus create letter labels
- Send an e-mail to customers who own a specific model of equipment to inform them of manufacturer changes to their warranties, or an e-mail to inform them of upcoming service specials
- Send a fax to all your customers to inform them of your dealership’s holiday hours or the opening of a new store, or send a fax to customers who have not been marketed to in the last 60 days regarding parts department specials

Customer Care gives you the opportunity to improve your responses to customer inquiries, raise efficiency through automation, and gather customer views that shape new products and services. As well, you can obtain data for use with business partners, recognize your most valuable customers – and attain a greater understanding of them – and, as a result of all of this, power your marketing initiative in order to create sales.

Instrumental in the improvement of both revenues and profits, Customer Care provides a high return on investment. Revenues are increased through increased sales, better data management, and an improved marketing effort through the capture, analysis, and utilization of key customer data. You can raise profits by lowering service times and costs, and by increasing productivity through better task and contact management.



A variety of options exist for the creation of marketing campaigns, allowing you to target the appropriate customers – using a suitable mode of communication.

System Requirements

- Windows® Vista Business, 2000 or XP Pro SP2 Operating System
- Processor and memory size based on Operating System recommendations (or greater)
- Internet Explorer 5+
- Ethernet Ready
- IBM® Power6™ recommended, scaled by number of users
- 8 GB RAM for server or greater, depending on number of users
- VPN access to server via Internet
- 512 Kbps remote store connection, determined by number of devices
- Current PFW system release
- Current IBM OS release
- LANSAS® License

Request More Information

If you would like more information, please visit www.pfw.com or contact our Sales Team at (519) 474-3300 ext. 230 or sales@pfw.com.