



Dealer eProcess (DEP) was the first website provider to offer dealers an Adaptive or Responsive (RESS) Website solution. Operating across the United States, Canada, Mexico and Holland, Dealer eProcess provides automotive dealers with a complete online solution including websites, digital marketing and SEO strategies. DEP is a certified provider for Jeep, BMW, Acura, Lexus, Toyota, Mazda and many more.

PRODUCT:

Marketing Creatio, Sales Creatio, Service Creatio

INDUSTRY:

Automotive

REGION:

Global

EMPLOYEES:

150

PRESENCE:

4 countries

CHALLENGE:

Automotive sales is fast-paced and personality-driven. Therefore **Dealer eProcess** was seeking a solution that could accelerate marketing, sales and services processes on a single platform, conjoin the many facets of the international website service provider all while creating the ultimate customer profile to personalize touchpoints with customers and prospects.

Dealer eProcess's Requirements:

- The ability to accelerate marketing, sales, service processes on a single platform and tie them together with services they provide to their customers: website launch, software development, customer support, large-volume data management
- Quick data migration from existing disparate platforms (Salesforce, PandaDoc, etc.)
- Automation of numerous recurring processes to increase time-savings
- Provision of global data access to all offices
- Ticket issuing to be quick, painless and transparent
- Robust reporting tools for advanced analytics
- Efficient update flow across company, including international offices

SOLUTION:

Creatio provided the following:

- Comprehensive business process management engine to automate company's marketing, sales and service processes
- Ability to modify processes on the fly to continue to grow their relationship with not only individual dealerships, but major automotive manufacturers
- Immediate issuing of customer service tickets (via email capabilities) and automatic assignment of tickets to correct department
- Customer feedback tracking for improved accountability
- A unified marketing, sales and service platform to foster a degree customer view resulting in instantly accessible data by all departments
- Automation of the lead management processes to increase conversion rates with less output
- Marketing tools with an ability to run personalized campaigns and promotions using aggregated customer data to increase the lead to opportunity conversion rate
- The development of omnichannel pathways to interact with customers utilizing more personalized methods
- Reporting tools for the global team such as real-time analytics for data-driven decision making such as better guidance on account prioritization
- Ability to handle both large internal and external data sets to provide analytics

BUSINESS OUTCOMES:



Operational efficiency increased to 98% – tickets are now processed in **24 hours**



Average hold time decreased to **30 seconds**



Customer satisfaction score reached **98%** based on NPS tool

Dealer eProcess plans to continue to grow their relationship with not only individual dealerships, but with major automotive manufacturers, expand their market share and provide a “one-stop shop” for dealers’ marketing and data analytics needs. Creatio is key in the realization of these business goals.