AUTOMATRIX DEALER SOFTWARE

Takes a New Turn in Business Processes Management with
Creatio's Cutting-edge Solutions

ABOUT THE COMPANY

AutoMatrix Dealer Software offers an exclusive management system for independent used car dealers to operate their businesses effectively. The company's industry-tailored offering includes 16 solution modules within one platform, such as inventory management, desking, payroll, accounting, traffic log, service shop, HR, and others.

KICKSTARTING INNOVATIONS

FROM WITHIN

"As the market shifts and demand continues to change, business operators need to improve their processes to remain competitive. The need for a comprehensive and innovative software was driving our development efforts". - Bob Anasori, Chief Operating Officer at AutoMatrix Dealer Software.

AutoMatrix's expertise in the automotive industry made them reconsider the current state of their business ecosystem. "As the market shifts and demand continues to change, business operators need to improve their processes to remain competitive," explained Bob Anasori, Chief Operating Officer at AutoMatrix Dealer Software. "We realized that a specific sector in the automotive industry was desperately lacking effective software solutions and operating tools. The need for a comprehensive and innovative software was driving our development efforts".

Being committed to identifying and eliminating the most common pain points in car dealership operations, AutoMatrix took on the role of being a solution provider for independent car dealerships, serving as their trusted technlogy partners assisting them throughout their journey to business success and operational excellence.

To ensure they were providing the best services to their customers, AutoMatrix knew they had to put themselves at the heart of innovations. The company had an aggressive sales goal and little time to spend on customizations and development for back-office operations. "We had to quickly set up our business and handle everything from leads to sales processes, from software activation and onboarding projects to customer support and retention," **Anasori recalled.** The company also was aiming for transparency in business processes across all the company's departments.

TOP-NOTCH SOFTWARE SOLUTIONS FOR SOFTWARE SOLUTIONS PROVIDER

When considering different CRM software vendors, AutoMatrix quickly realized that opting for Creatio's system would leverage a close-knit collaboration – during the selection process it turned out that the two companies had a shared vision for rapid business growth supported by robust low-code BPM and CRM solution.
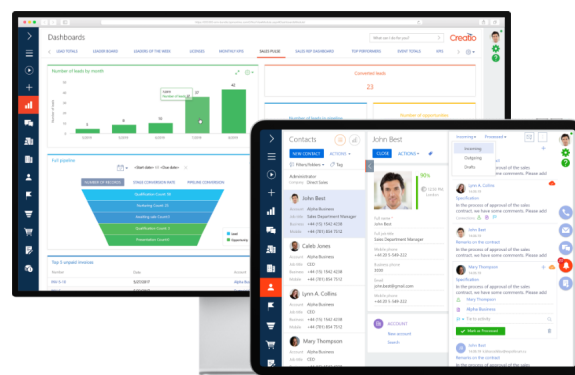
"Being a software development company ourselves, we were very well aware that any solution we choose would need to be easily adaptable to our ever-changing processes," **Anasori highlighted.** "We did not want to distract any of our developers with non-revenue generating back office development work. A web-based business process engine working on a single platform sounded very attractive to us!"

With the help of Creatio's robust low-code BPM and CRM solutions, AutoMatrix completely redesigned its sales model and optimized its case management processes with the advanced custom queuing system. Additionally, Creatio's advanced data management and analysis tools helped AutoMatrix employees gain more control over the company's business processes. "Process visibility is everything to us – we have dozens of Creatio dashboards, displayed on large monitors throughout our offices. Every user knows exactly what is happening across all departments, at all times," **said Anasori.**

TALLYING THE BENEFITS OF CREATIO PLATFORM

"Creatio has empowered us to bring the same level of efficiency to our internal processes that we offer to our clients." - Bob Anasori, Chief Operationg Officer at AutoMatrix Dealer Software.

Driven by the objective to provide unparalleled customer experience, AutoMatrix put an end to contact center inefficiencies by enforcing case processing standards. Thanks to a configured business process, customer requests are meticulously tracked, and if not answered timely, they are escalated and redirected to the supervisor.

Along with advanced requests management, Creatio integration with the telephony solution brings added value to AutoMatrix's high-level customer service. A configured algorithm for call queue management with several support lines and set up call forwarding ensures no customer is kept on hold for longer than 20 seconds.

Creatio

Creatio's scalability and agility helps the company to leverage continuous processes improvement and modify business processes quickly. "Creatio provides quick retooling when operational changes are needed," **Bob Anasori noted.** "We are not afraid to try different ways of doing things because we are not handcuffed by a rigid system that will take long to adapt to changes".

FUELING NO CODE REVOLUTION
IN THE OFFICE

AutoMatrix is convinced that low-code development is a game-changer, so it eagerly integrates Creatio's best practices for low-code development in its business operations on a daily basis.

Creatio's easy-to-use process design and management tools enable the company's employees with no coding skills to take the wheel and drive process change whenever it is needed; from configuring opportunity management workflows for tailored sales processes to modifying AI-powered ticketing rules for advanced service desk solutions.

"We have been able to instill a 'citizen developer' culture in our company."
Bob Anasori, Chief Operating Officer at AutoMatrix Dealer Software.

"Our users are able to take care of most of their operational needs themselves, with little help from operations department. Naturally, it has kept the system's users highly engaged with the system and committed to the process, because end-users themselves can now have some 'skin in the game' and get satisfaction from designing and creating their own tools to handle their own business needs".