



REALinsights

Data that drives **REAL** results.

REAL data that drives REAL results.

REALinsights is a data analytics solution that allows your business to deliver real results, by tracking performance across all departments in real time – empowering your business to adapt quickly.



REAL benefits for your team.



Empower your team to make quick decisions by having a single view for all.



Forecast and predict results and identify problems before they happen.



Collate all your data for all departments in a single solution.



Reduce time to sale by tracking stock preparation time and valuations.



Quickly create KPIs, goals and targets across the business.



Consistent presentation across your business.

REAL data sourced around you.

First, we connect all your data into one place, giving you a single version of the truth.

This data can be from your DMS, existing RTC solutions or other third parties, such as Video, Service Plan or Google Analytics. As long as there is a data point available, we can connect and provide you with insights in real time.



Stock



DMS



eVHC



CRM



Video



Google Analytics



Finance



Excel



Service Plan



Other Data

Predictive analytics, not just a history lesson.

Next, we use AI and machine learning to understand your data and provide smart, intelligent, actionable insights – delivering true insight to your data.

This will help to identify a problem before it's too late – immediately identifying where you need to focus without having to search.

Our solution takes you from simply reporting your statistics through to truly predictive and prescriptive outcomes, adding real value to your business at every level.



REAL reporting on key stats.

We provided reports that give you:

Sales performance across new and used vehicles, including add-ons: finance, GAP and paint protection.

Detailed customer insights, such as trends by geographic location.

An instant view of trends and performance vs targets.

Aftersales performance from booking conversations to average red and amber work identified/sold/conversions, VHC completion and workshop activity.

An understanding of what is causing your changes in performance, and the best performing times and days in your dealerships.

Salesperson, technician, advisor and vehicle analysis, plus an understanding of how your dealers and people are performing against targets

Advanced algorithms generating key insights.



Using our 20 years of automotive experience allows us to help you make faster, smarter decisions at all levels of your business. We know the metrics that matter and can drive real change that positively impacts your bottom line.



Steps to success.

How much time and resources will you save by a fully integrated reports solution?

1. Integrate your data

Integrate all your data into one single view from your existing REALaftersales solution, REALsales, through to your DMS and other third parties, giving you a single holistic view of your business.

2. Key areas of focus

Drill into each area for a detailed view, and let the AI software highlight key areas for your business to focus on and make changes.

3. Remove uncertainty

Enjoy the empowerment of your staff to make positive changes, all using the same single view and removing any uncertainty.



**Start your digital
journey today.**

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