



REALinsights

A **REAL**time Communications
Data & Analytics product

Welcome to **REALinsights.**

REALinsights provides data and analytics that allow your business to deliver results, by tracking performance across all departments in real time – enabling you to quickly identify issues and trends, empowering your business to adapt quickly.

We have built one solution for all your data, meaning no more waiting for reports to be collated, or being unable to access what you need. **REALinsights** gives you the power to access all your data from your DMS, accounts, Sales teams, call centres, Aftersales teams and more – all in one place.

Our solution not only delivers your data, but offers actionable insights too – showing what needs to change and the impact of that change.

Let us show you how...



Data sourced around you.

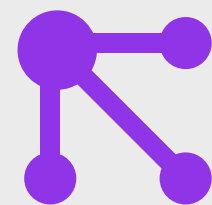
We connect all your data into one place, giving you a single version of the truth.

This data can be from your DMS, existing **REAL**time Communications 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



Google Analytics



Finance



eVHC



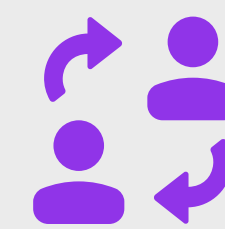
Excel



Service Plan



Video



CRM



Other

Predictive analytics – not just a history lesson.

REALinsights uses AI and machine learning to understand your data and provide smart, intelligent and 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.



Steps to better data.

Step 1

Reporting/Analysis

Describes and summarises data only

Standard reporting



Step 2

Monitoring/Forecasting

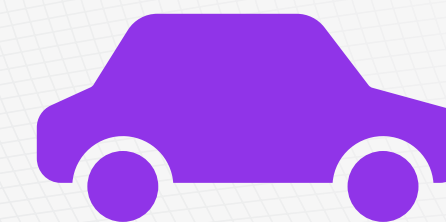
Shows patterns and trends based on historic data



Step 3

Predictive/Prescriptive

Identifies potential future outcomes and makes recommendations to resolve



Market-leading analysis

Aftersales in focus.

Through **REALinsights**, you can see how your Aftersales team is performing in detail.

From eVHC conversion performance and completion rates, through to retail and warranty labour sales, we give you granular detail on how your team is performing against your targets.

You can also monitor technician performance – attended hours, productive hours and overall efficiency and productivity – keeping your utilisation on track.

Linking directly into our **REAL** aftersales product range, existing RTC customers get detailed data instantly.



Stock pricing made simple.

Ensuring that you have accurately priced each vehicle can be a time-consuming task, requiring you to check price points nationally and against local competitors.

Through **REALinsights**, we collect your DMS stock list and compare it instantly against Auto Trader data*, giving you the instant analysis you need to amend your stock pricing – maximising your margin opportunities.

We automatically provide optimised prices for every vehicle – constantly checking your stock prices every day to ensure your prices are correct from day one. This helps you make the most of margin opportunities and optimising days to sell time.

You can also drill down into your stock mix, highlighting 'problem vehicles' and seeing which parts of your stock mix need to be updated, saving you time and effort each day.

*Subject to AutoTrader licence

 AutoTrader

Sales teams kept on track.

Through **REALinsights**, you can get a single view of all your sales activity, including new, used, CV and fleet.

Our machine learning algorithms automatically generate forecasts by site, down to salesperson level – tracking sales target volumes, gross profit and sales of upsell products.

This single view makes sales reviews quick and simple, getting you all the data you need in one place to discuss with your Sales team, and giving your sales managers the focus they need to exceed targets.



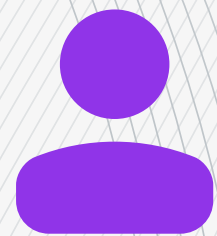
Fine-tune your contact centre.

Managing contact centre performance and identifying the best times to contact customers allows your dealership to maximise results when it comes to service bookings and test drive appointments.

Through **REALinsights**, you can see your team's performance, conversion metrics and more – helping your contact centre to excel.



Benefits.



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 situation



Reduce time to sale by tracking stock preparation time and valuations



Quickly create KPIs, goals and targets across the business



Remove lengthy report collation time from multiple systems



Fully customisable for your business

Key facts.

- ⚙ Sales performance across new and used vehicles, including add-ons: finance, GAP and paint protection.
- ⚙ Detailed customer insights, such as trends by geographic location.
- ⚙ Stock data allows you to price your stock accurately against national averages.
- ⚙ An instant view of trends and performance vs targets.
- ⚙ Aftersales performance from booking conversations to average red and amber work identified/sold/conversions, eVHC completion and workshop activity.
- ⚙ Salesperson, technician, advisor and vehicle analysis, plus an understanding of how your dealers and people are performing against targets.
- ⚙ Advanced algorithms generating key insights.
- ⚙ An understanding of what is causing your changes in performance, and the best performing times and days in your dealerships.



About **REAL**time Communications.

REALtime Communications has over 20 years' experience in aftersales. We supply you with proven solutions to streamline your aftersales operations, helping you drive revenue and deliver a truly premium customer experience.

We offer a complete solution using open platform technology to facilitate the integration of the most effective dealer software.

REALtime Communications is proud to work with many franchise dealers across the UK and is an approved supplier to several OEMs.

We are experts in delivery **REAL** lifetime value for our customers.



For more information on **REAL**insights,
or to arrange a demonstration, please contact us.

Email our team: info@rtcauto.co.uk

Or visit our website: www.rtcauto.co.uk