

The purpose of the Enquiry Builder is to provide the sales person/receptionist/call centre with a quick and simple way of capturing enquiries and recording a next action, whilst enabling the sales manager to have the ability to view all enquiries.

It is widely understood that many customer enquiries in a dealership are not captured, or are captured in an inconsistent way which prevents the successful management of every opportunity to do business. It is safe to assume that at least 50% of all enquiries are never recorded. Enquiry Builder is a new application which provides a simple, easy to use method of capturing and managing sales enquiries.

The key to the success of Enquiry Builder is that it keeps everything simple and fast. As a result the application needs very little setup and the costs are kept to a minimum.

Enquiry Builder Features



- ✓ It's quick and easy to use – faster than writing down on a piece of paper
- ✓ Actively encourages the capture of those enquiries which normally never get recorded
- ✓ Using the latest Microsoft Silverlight technology enables Enquiry Builder to be used with touch screen technology and hand held devices.
- ✓ Visually very clear and simple to use with very little training needed to get started
- ✓ Innovative real time dashboard which also acts as an interactive tool to interrogate and update individual enquiries
- ✓ A sales manager is able to see at a glance exactly what each sales executive is doing
- ✓ Every prospect has a next action and cannot simply be forgotten
- ✓ Re-allocate enquiries to other users/locations
- ✓ Track campaigns and sources of enquiry
- ✓ User maintainable fields to support specific customer terminology and processes
- ✓ You decide how much or how little information should be mandatory

“The personal task list acts as a very effective prompt and I am finding that it has altered the behaviour of my sales execs to record and follow up more enquiries than we did previously. The sales executives are finding it very easy to use.”

Graham Cockroft – Sales Manager

Cumnor Land Rover

The form displays the following fields:

- Customer:** Name (Mike), Last Name (Jones), Customer Type (Individual/Company), Day Time (01865877966), Marketing (None), Contact Preference (None), Email (H@B@D.COM).
- Enquiry Details:** Enquiry Type (Edinburgh Ford Retail Sales), Enquiry Status (Active), Enquiry Date (17/03/08), Enquiry Time (17:45:08), Enquiry Location (Edinburgh), Enquiry Source (New Car), Enquiry Description (None), Enquiry Next Action (None), Enquiry Next Action Date (None).



Quick and Simple Enquiry Management

Enquiry Capture

- ✓ Define what data is mandatory
- ✓ Define labels
- ✓ Control data selections
- ✓ Set defaults to speed up data capture
- ✓ Capture next actions
- ✓ Record activities
- ✓ Force next actions (If required)
- ✓ Postcode lookup
- ✓ Validate if existing enquiry or duplicate

Enquiry Logs

- ✓ Contact follow up and activity controls
- ✓ Escalations
- ✓ Comprehensive filters
- ✓ Grouping facilities
- ✓ Mark enquiry as lost or complete
- ✓ Add / view next actions

Dashboard

- ✓ My tasks / next actions / Overdue tasks
- ✓ Enquiries with / without open next action
- ✓ Enquiries with / without email capture
- ✓ Overdue next actions
- ✓ Lost enquiries
- ✓ Orders generated
- ✓ Future next actions
- ✓ Geographical representation
- ✓ Drill down into enquiries directly from dashboard

Integrations

- ✓ Comprehensive web services
- ✓ Close integration to DMS (Where available)
- ✓ Receive enquiries from web sites and other third parties
- ✓ Status / activity updates

General

- ✓ Touch enabled
- ✓ Advanced yet simple administration
- ✓ Bulk upload of enquiries / prospects

Location	Date	Customer	Enquiry Type	Enquiry Status	Sales Category	Owner	Actions
Edinburgh Ford Retail Sales	21/06/2011	Mike Jones	Walk In	Active	Retail	Matt Jackson 1	[Icons]
Edinburgh Ford Retail Sales	21/06/2011	Richard Jones	Walk In	Active	Retail	Matt Jackson 1	[Icons]
Edinburgh Ford Retail Sales	21/06/2011	Mike Jones	Walk In	Active	Retail	Matt Jackson 1	[Icons]
Edinburgh Ford Retail Sales	21/06/2011	Shawie Hair	Walk In	Active	Retail	Matt Jackson 2	[Icons]
Edinburgh Ford Retail Sales	21/06/2011	Gid Johnstone	Walk In	Active	Retail	Chris Taylor 1	[Icons]
Edinburgh Ford Retail Sales	21/06/2011	Garry Wishart	Walk In	Active	Notability	Chris Taylor 1	[Icons]
Edinburgh Ford Retail Sales	21/06/2011	Richard Jenkins	Walk In	Active	Retail	Matt Jackson 2	[Icons]
Edinburgh Ford Retail Sales	20/06/2011	Matthew Jackson	Walk In	Active	Retail	Matt Jackson 2	[Icons]
Edinburgh Ford Retail Sales	20/06/2011	Matthew Jackson	Walk In	Active	Retail	Matt Jackson 1	[Icons]
Edinburgh Ford Retail Sales	14/06/2011	Christine Taylor	Walk In	Active	Retail	Chris Taylor 1	[Icons]
Edinburgh Ford Retail Sales	13/06/2011	gary Pells	Walk In	Active	Retail	Matt Jackson 1	[Icons]
Edinburgh Ford Retail Sales	13/06/2011	Ebbon Dacs Ltd	Walk In	Active	Retail	Matt Jackson 2	[Icons]
Complete (1 item)				Complete	Retail	Matt Jackson 1	[Icons]
Edinburgh Ford Retail Sales	21/06/2011	Mike Jones	Walk In	Complete	Retail	Matt Jackson 1	[Icons]

"We are delighted at the increase in the enquiry capture rate we have experienced since implementing Enquiry Builder. The key to its success is the simplicity of the application and the sales executives willingness to use it. It enable us to manage all enquiries through one application. With more enquiries captured, we will be able to provide a better level of service to everybody who contacts our business and we will inevitably sell more cars as a consequence."

Mark Busby - Marketing Director
Hendy Group

To learn more about Enquiry Builder please contact Ebbon-Dacs on 01865 866810 or email info@ebbon-dacs.com

www.ebbon-dacs.com/enquirybuilder