# ENQUIRYSUCCESS™ ANALYTIC SOLUTIONS

EnquirySuccess™ for Sales

This programme provides sales management teams with the tools they need to improve their teams telephone performance, whether inbound or outbound retention conversations, focusing on successes, skills and customer experience.

EnquirySuccess™ for Service

Like the Sales Solution EnquirySuccess™ for Service analytics provides the aftersales management a window into the outcomes achieved by the service team, whether inbound & outbound service bookings, pre-calls, technical update conversations (EVHC), amber work and technicians videos
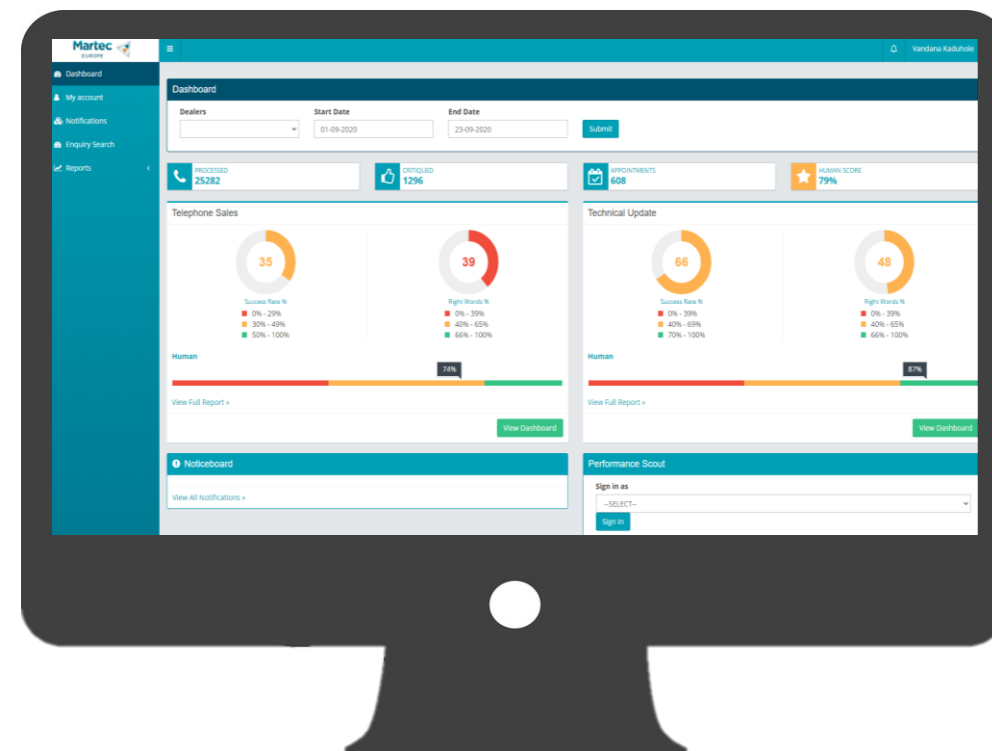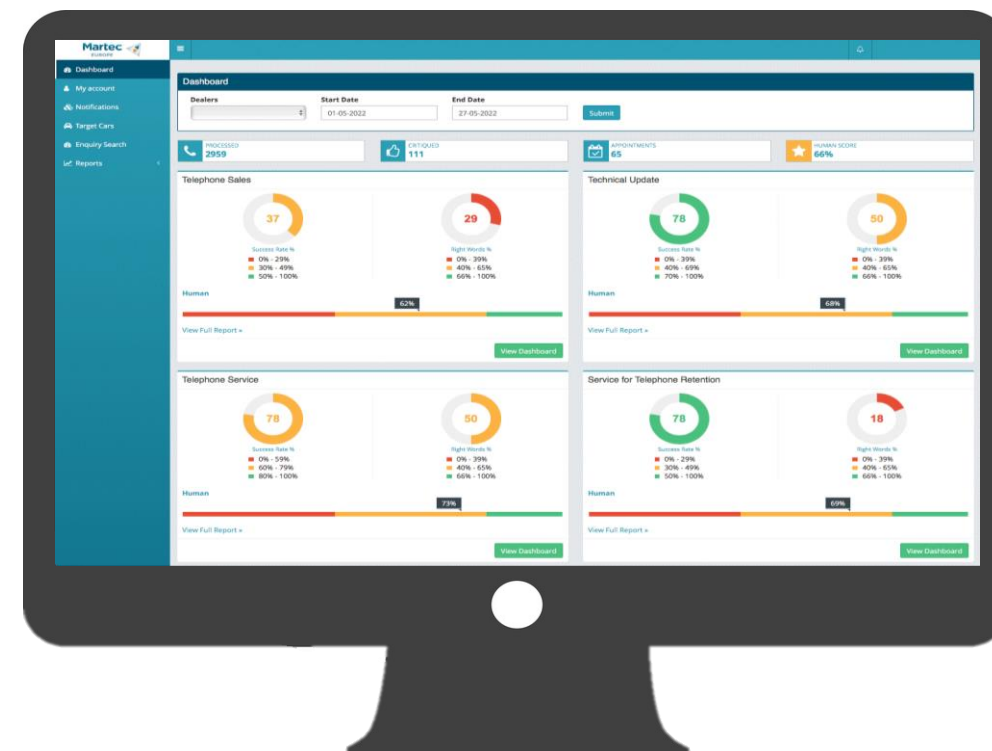
ANALYTIC SOLUTIONS

Super Dashboard

➢ Select a programme on your Super Dashboard to drill down to the right platform, as an example:

  - ➢ Telephone Sales – Inbound Calls

  - ➢ Telephone Retention – Sales Outbound Calls

  - ➢ Video – Sales Video

  - ➢ Online – Email/Chat Enquiries

  - ➢ Telephone Service – Inbound Bookings

  - ➢ Technical Update – EVHC 'on the day' Calls

  - ➢ Telephone Service Retention – Outbound Bookings
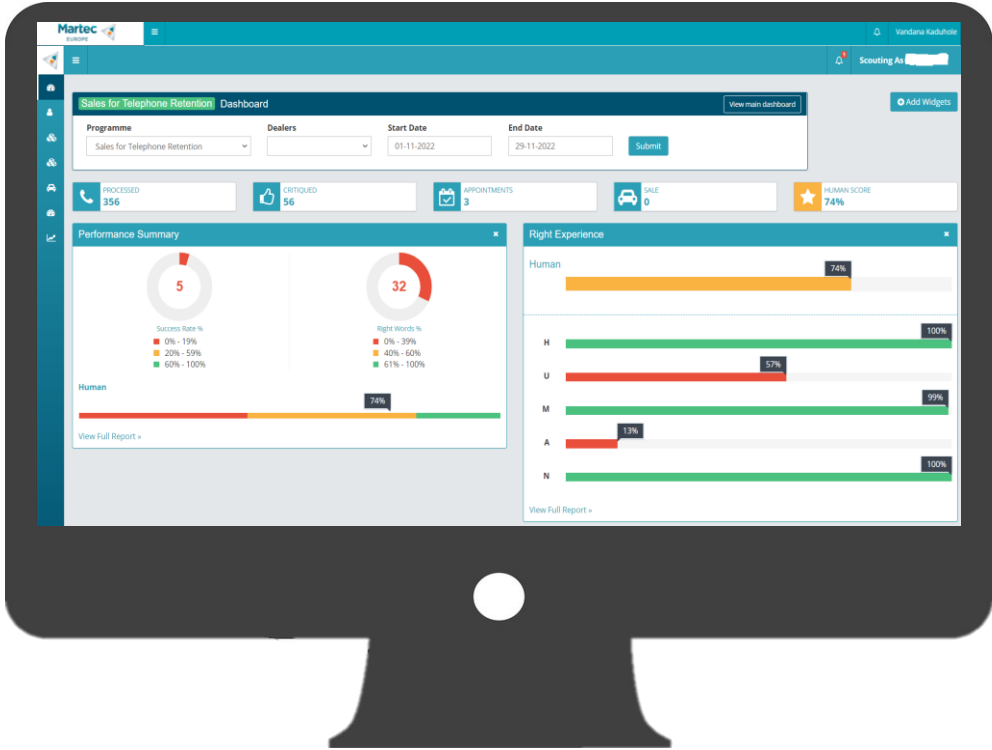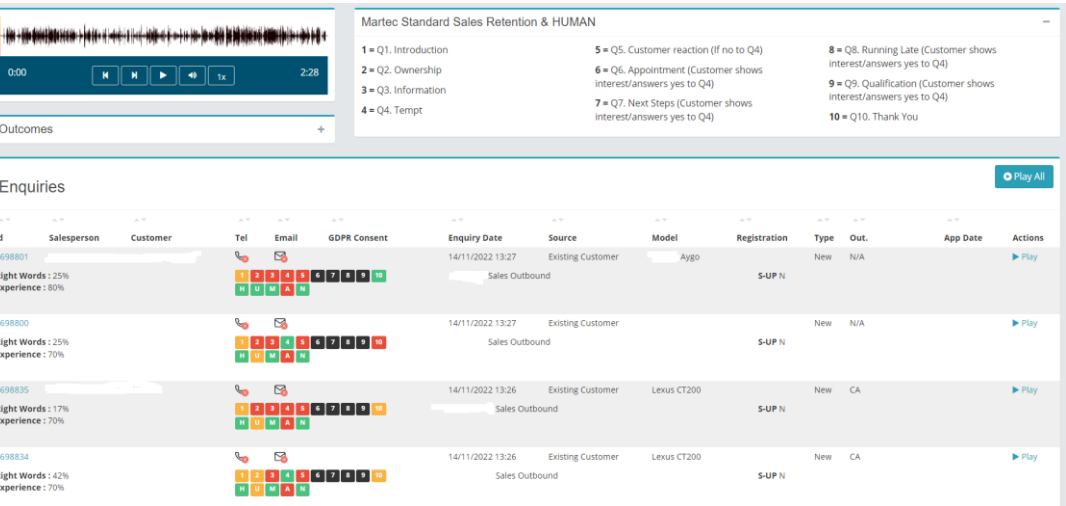
  - ➢ Video – Technician Video

ANALYTIC SOLUTION EXAMPLES

RetentionSuccess™

This analytics programme generates simple and in-depth reports that illustrates your teams' retention call handling.

By listening and analysing the conversations, we identify how successful your business is at attracting people back to consider repurchasing.
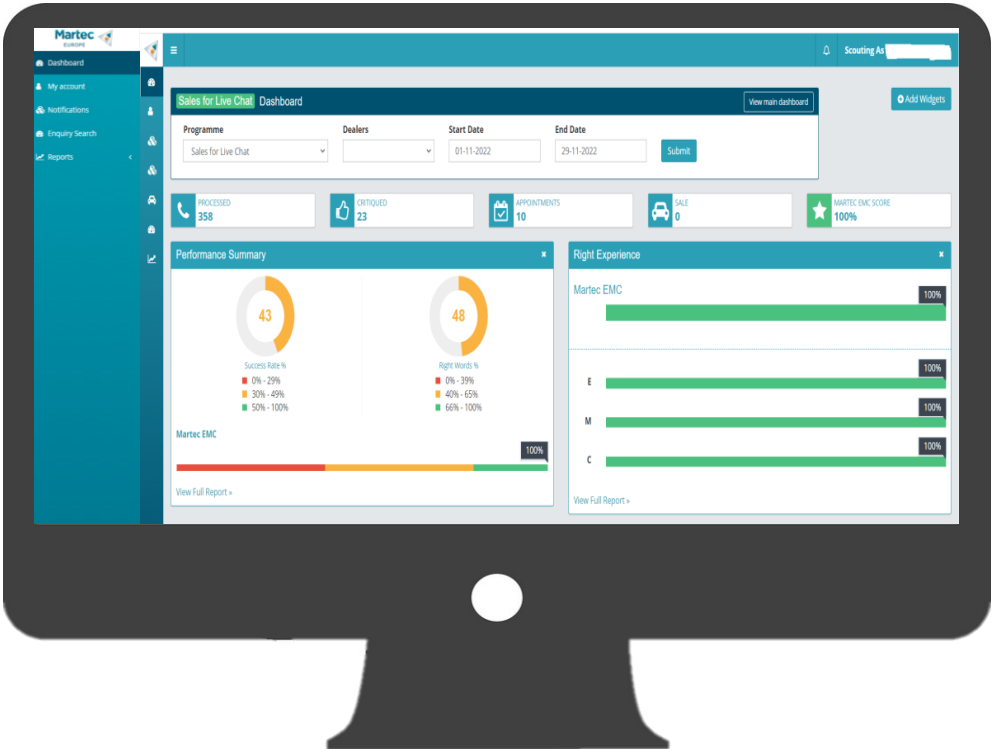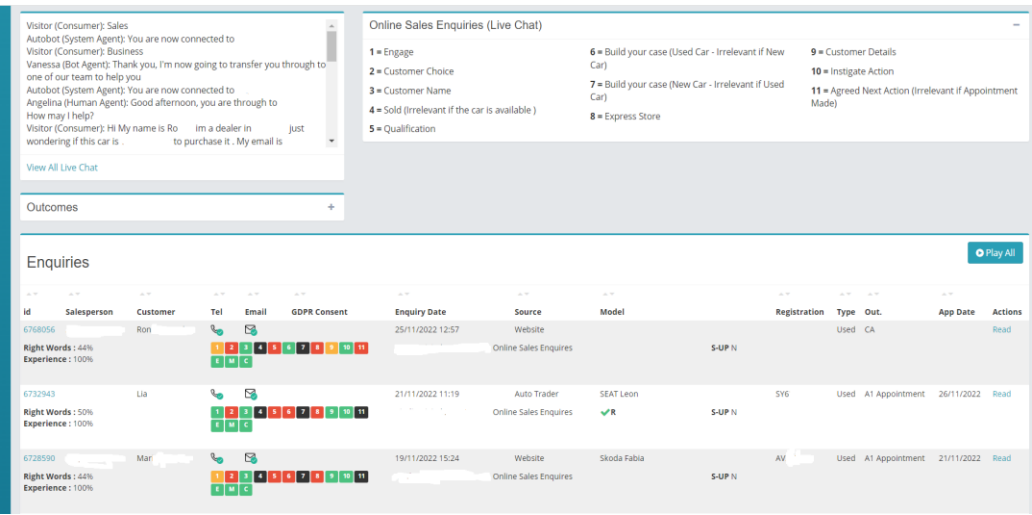
ANALYTIC SOLUTION EXAMPLES

WebSuccess™

Electronic Communications taken seriously?

WebSuccess™ Analytics identifies how effective the electronic enquiries are being handled, the speed and quality of your response and the outcomes generated.

COMPLIANCE SOLUTION EXAMPLES

Sentinel™

Compliance taken seriously?

EnquirySuccess Compliance Analytics identifies how effective the electronic enquiries are being handled, the speed and quality of your response and the outcomes generated.

ANALYTIC SOLUTION EXAMPLES

VideoSuccess™

This programme provides the sales or service management teams with the tools they need to improve their teams video performance; focusing on content, style, presentation, language and delivery. To help improve skills and the customer experience.
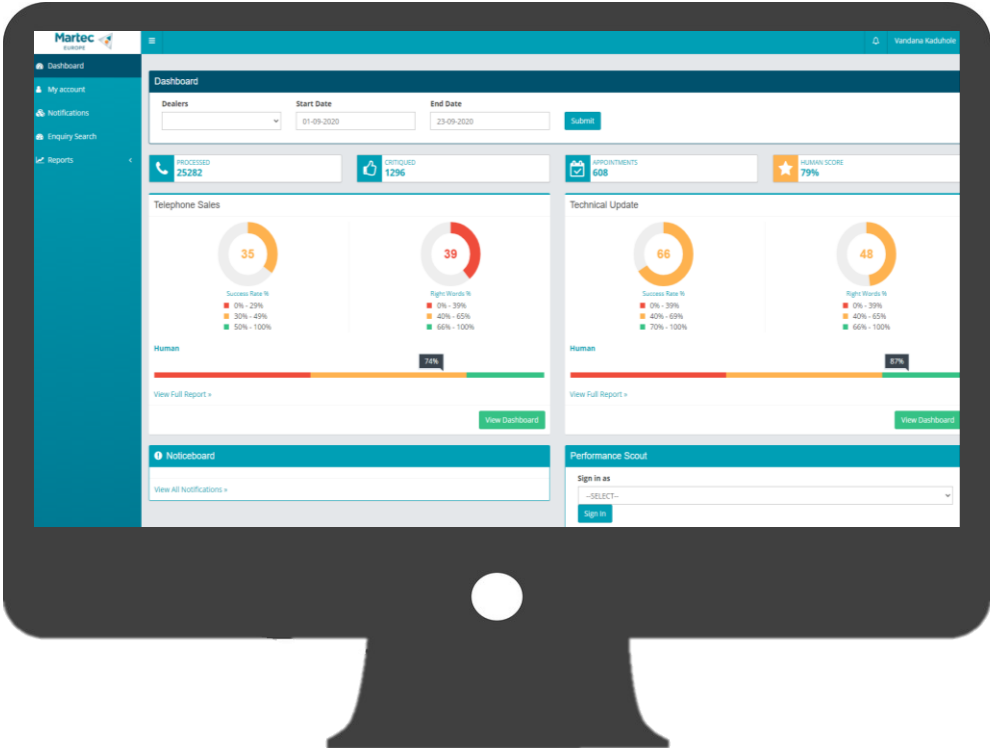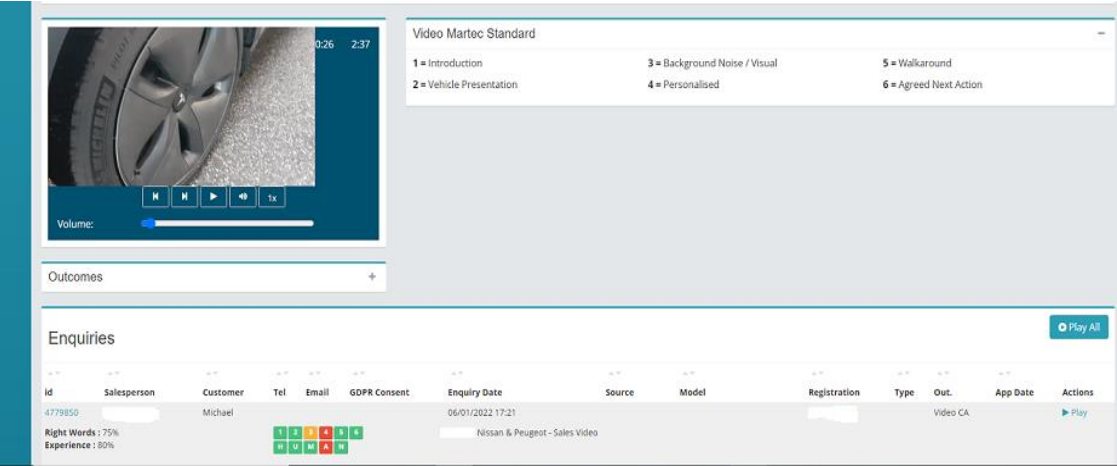
EXAMPLES OF SERVICE CALLS CRITIQUED

EXAMPLES OF SALES CALLS CRITIQUED

Martec Standard Sales & Human

1 = 1.Introduction	**5** = 5.Number	**9** = 9.Time Choice
2 = 2.Qualification	**6** = 6.Name	**10** = 10.Confirmation
3 = 3.Checking of Stock	**7** = 7.Address	**11** = 11.Commit
4 = 4.Calling from home, work or mobile?	**8** = 8.Reasons	**12** = 12.Driving License

Outcomes

Enquiries

▶ Play All

id	Salesperson	Customer	Tel	Email	GDPR Consent	Enquiry Date	Source	Model	Registration	Type	Out.	App Date	Actions
2617040			☎	✉		04/10/2020 10:40	Not Confirmed	Audi A4		New	N/A		▶ Play ⬇ Download
Right Words: 58% Right Experience: 60%					1 2 3 4 5 6 7 8 9 10 11 12 H U M A N		Sales		S-UP N		Flag N		
2617037			☎	✉		04/10/2020 10:35	Previous Customer	Audi A3		Used	CA		▶ Play ⬇ Download
Right Words: 71% Right Experience: 100%					1 2 3 4 5 6 7 8 9 10 11 12 H U M A N		Sales		S-UP N		Flag N		
2616978			☎	✉		03/10/2020 15:05	Local Knowledge	Volkswagen Vans Transporter		New	A1 Appointment	03/10/2020	▶ Play ⬇ Download
Right Words: 33% Right Experience: 100%					1 2 3 4 5 6 7 8 9 10 11 12 H U M A N		Sales		S-UP N		Flag N		
2616939			☎	✉		03/10/2020 13:55	Not Confirmed	Volkswagen Touran		Used	N/A		▶ Play ⬇ Download
Right Words: 33% Right Experience: 60%					1 2 3 4 5 6 7 8 9 10 11 12 H U M A N		Sales		S-UP N		Flag N		

ANALYTIC SOLUTION - WIDGETS

Widgets

1. **Performance Summary:** This gives you a quick overview of your team's performance, click on the dials to be directed to the more detailed reports
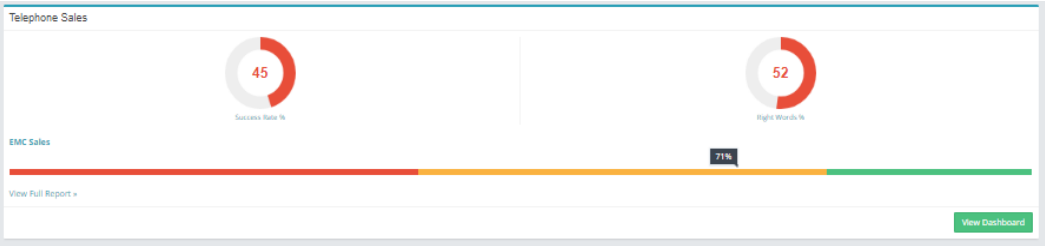
2. **Right Experience:** The Right Experience feature on your dashboard shows the 5 basic human steps in delivering a great telephone experience and improving appointment or conversion rates

3. **Calls to listen to or Videos to watch:** We listen/watch all the enquiries we publish on EnquirySuccess™ and keep our ears/eyes open for those that require your urgent attention. Missed sales/service opportunities, missed buying signals, customer issues and great calls/videos for praise will be highlighted for you, so you can speed up this crucial part of your day

4. **Playlist:** Use the Enquiry Search page to create your own playlist

ANALYTIC SOLUTION - REPORTS

Selection of Reports

1. **Performance Summary:** The one-stop report. Here you'll find an overview of your Group, Team's or Centres performance, including skill, technique and human experience scores

2. **Call Transfer Success:** This shows how many calls made it to an advisor and how many stopped at reception

3. **KPI Report:** A report detailing some key performance metrics

4. **Access History:** A report detailing who has logged on and how many calls have been reviewed

5. **Various Reports:** There are many others available
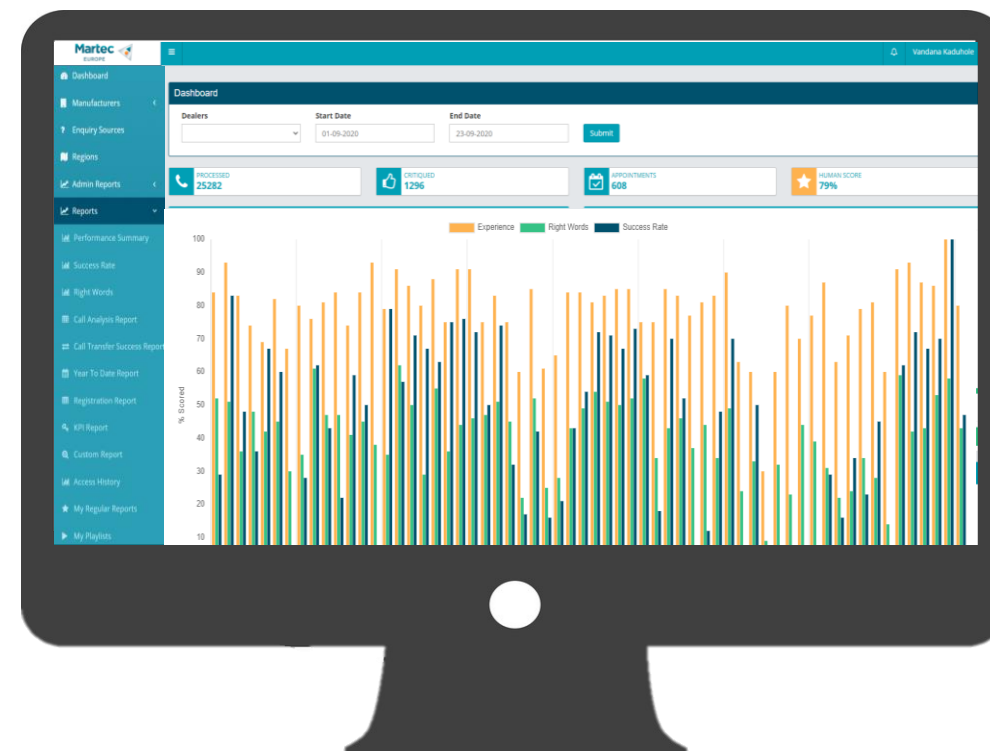
All reports can be scheduled to be emailed to you either
Daily, Weekly or Monthly

TESTIMONIALS

"True Partnership"

SUE HOSSACK

"Really enjoyed today, thank you. Harwoods Academy with the partnership of Martec will be a formidable force, can't wait to get going"

RICHARD MORGAN
HARWOODS GROUP
ACADEMY TRAINING

"We have an internal programme at Sytner called deep dive and by using the skills I learnt with Martec, Sytner have used one of my calls in a best advice programme! I was so pleased!"

LUCY ASHLEY, SERVICE RECEPTION MANAGER
SYTNER BMW
DRIVING SERVICE TELEPHONE PERFORMANCE™

"We have had a strong relationship with Martec since we started working with them in 2011, on a sales telephone performance programme. Over the last few years, we have improved our sales telephony appointment effectiveness hugely. Initially our conversions were at 22% and at our peak we saw 75% appointment conversions. This came from measurement of our sales team's skills & behaviours, through Martec's EnquirySuccess™ platform, allowing us to measure, monitor, coach and develop our people further. Martec delivered 'best advice' learning modules to further enhance and support everyone. Today, we continually measure these skills. More recently we deployed Martec within our Audi Service centres, to work on a similar programme with our Service Advisors. I am pleased to say we are starting to see improvements in our people's behaviours, skills and the outcomes these bring. We'd be more than happy to recommend Martec's services to anyone within the network".

MARK MORRIS, BRAND DIRECTOR
VINDIS GROUP
SERVICE TRAINING AND ANALYTICAL PROGRAMME™

"I'd worked with Martec's Business Improvement Solutions before and their methods were the best I've seen, they have a very dynamic team. When they first came on board they worked with us to develop a coaching programme specifically tailored to our needs and that first programme was so successful it was soon extended to include sales and aftersales staff across the group."

GARY SMITH, OPERATIONS DIRECTOR
STEVEN EAGELL TOYOTA GROUP
ALL PROGRAMMES

"We looked at Martec with a view of supporting our team members skill set in the delivery of consistent advice to our customers. Martec understood our business and worked with us to deliver a solution that was tailor made to our teams. The support from all Martec colleagues has been both professional and human, which is an important prerequisite for us. We would not hesitate to recommend Martec to any business and they are always up for a cup of tea."

PAUL LACY, DIVISIONAL AFTERSALES MANAGER
LISTERS GROUP
SERVICE TRAINING AND ANALYTICAL PROGRAMME™

TESTIMONIALS

"Forging training and business development partnerships with automotive industry experts such as Martec, has helped us to increase innovation, turnover and profitability.
"Martec created training, techniques and skills, which has really engaged our employees. This in turn with the valuable insight provided by Martec, with the ability to monitor performance has allowed us to ensure a high level of performance in line with our Vindis Vision. This has seen proven results, as when we first met Martec, we sold 50 cars to every 1000 prospects. Now it is approximately 100 cars per 1000.

"We know that because Martec's ShowroomScout™ team really engaged with our customers, gathered the most valuable information possible and fed it back into the loop. The opinions of our customers that do and do not buy are summarised, drawn together and published every day for our managers.
"All in all, we can put tangible numbers on the benefit to Vindis of this business partnership. We would be happy to recommend Martec and their services."
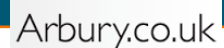
PETER TOOP, SALES & MARKETING DIRECTOR
VINDIS GROUP
ALL PROGRAMMES

"I received many great phrases from the training such as, 'engaging', 'fun', 'positive', 'thoughtful'.
I even had a 'reflective' from one individual! (Quite emotive for a Sales Executive)

I would like to say that having Martec as a partner again for our coaching needs has been a breath of fresh air and everyone who has attended has found it both exciting and informative.
Thanks again all."

BEN ARCHER, OPERATIONS DIRECTOR
ARBURY GROUP
ALL PROGRAMMES

"Really enjoyed it today, was very productive and felt that it was all vital for our daily routine in our job role. Thank you, Ray & Terry for giving up your time and offering us useful tips to help aid us in the future"

ABIGAIL

"Had a good time and feel like there is a lot to take away from this and to improve customer relations"

CHRIS HEATH

"I enjoyed the course very much. The trainer put me at ease and inspired me as I have started a new role"

JAMES DOYLE

SHELBOURNE MOTORS
DRIVING SERVICE PERFORMANCE™

"Just to reiterate that since the Martec training provided, a good number of our technicians have upped their CitNow videos to the next level. Beforehand we were lucky to have a video that the techs spoke in, now we have lots of customer comments about the quality of the video, how informative it is and that it makes it easier to understand what their car needs. It has also helped us sell VHC, work more effectively and improved our customers trust in the retailer."

JESSICA DENTON, SENIOR SERVICE
LOOKERS LAND ROVER COLCHESTER
DRIVING EFFECTIVE VIDEO™

INTERNATIONAL TESTIMONIALS

"All I have so far is positive feedback to give. Great tool that the guys on the front desk have taken to very well and proof of this is in our red work sold % increasing also. Great news is that there is still room for improvement here in JLR also so hopefully we can continue to see a positive trend!"

DIARMUID O'MORDHA,
SERVICE MANAGER
JOE DUFFY GROUP
ENQUIRYSUCCESS™ FOR SERVICE

"Thank you for the two refresher sessions, our teams got a lot out of it and we are already seeing better appointment conversion!"

"The session that really hit home was #2. It was great to focus on the gaps in rapport that has been identified across the business. The guys on my team really took note in dealing with difficult customers and I have heard them say on more than one phone call that's exactly why we are here!"

"Personally, I really enjoyed the short clip on persuasive influence – some great insights here! Appreciate your time."

JAMIE MCLAREN
SALES MANAGER
SUBARU INTERACTIVE @DOCKLANDS

"Wasn't looking forward to it, but was fun, enjoyable and have learnt some new things to use and hopefully progress"

MIKE GRAHAM

Good fun and really important to run the practice sessions with execs from other dealerships, as it was an opportunity to get an idea how they differ from my execs

SIMON MAIDMENT

"Top scores! good day, covered various fresh ideas for sales team."

ONNO TERMEULEN
GENERAL MANAGER, GUERNSEY
JACKSONS MOTOR COMPANY