



## UNLOCK THE SALES POTENTIAL OF YOUR EXISTING DATABASE

Stop looking for inquiries and start creating opportunities using your existing customer data. Ri-gnr8 Leads delivers new sales leads daily.

**Ri-gnr8**

Leads

Tom | ABC Dealer 26/05/2020 10:00:10 AM

Current Vehicle	Suggest Vehicle
2016 Toyota Kluger Grande 2WD GSU50R	2020 Toyota Kluger GX (4x2) Automatic 3.5L 4D Wagon
Trade-In Value: \$19,600.00	Total New Vehicle Cost: \$33,650.00
Total Insurance Cost: \$0.00	New or Used: NEW
Balloon: \$0.00	Accessory Note: N/A
Term: 60	
Rate: 7.6%	Term: 12
Trade-In Note: test	Rate: 7.6%
Term: 10	Finance Amount: \$20,690.00
Rate: 7.6%	Monthly Payment: \$889.10
Finance Amount: \$10,600.00	
Initial Monthly Repayment: \$703.10	



## Looking for Leads?

Finding new sales leads is the ongoing challenge for any dealership. The sales pipeline can only be grown in two ways - spend more money acquiring new customers or create your own opportunities using your existing customer data.

The best customers you have are those who have already done business with you - so why focus all of your effort on acquisition of new customers when there is a wealth of opportunities waiting for you in your current database?

A dealers F&I database holds thousands of potential sales opportunities. Finding the right time to reconnect and re-sell to these customers has always been a challenge.

**Until now.**

**Ri-gnr8 scientifically assesses your existing F&I customer data every night and identifies the best customers to sell to now. New opportunities are delivered to your team daily - providing an ongoing pipeline of loyal customers to reconnect with.**

**With an intelligent data mining engine, Ri-gnr8 allows you to create sales campaigns using over 80 search fields to target the right customer at the right time with the right offer.**

Ri-gnr8 is designed to optimise the opportunities generated from your customer data. It offers:



**Predictive Lifecycle Technology**



**Targeted Equity Mining Solutions**



**Smart Sales Campaigns**



**Powerful Deal Maker Tools**



**Automated Contacts**



**Appointment Invitations**



**Customer Task Manager**

**Ri-gnr8 is easy to use and puts the dealer in control, with no limitations on the number of sales campaigns deployed.**



## Multi-dimensional Sales Campaigns

Ri-gnr8 allows you the flexibility to create your own tailored smart sales campaigns to generate new leads daily from your F&I data. The "set and forget" smart campaigns continuously mine your customer data to find leads for you against your set criteria.

You can also choose to create one off targeted campaign to suit a specific need or linked to new promotions and offers available. Either way, there is no limits to the number of campaigns you can run, allowing you to make the most of your opportunities.

With over 80 search fields you can design multi-dimensional campaigns to target:

- Customers with 6 months left on their contract
- Customers with 60 days left on their warranty
- Customers with \$1 equity or coming into equity
- Specific used vehicle stock requirements
- Opportunities for new model launches
- Extended warranty opportunities
- Comprehensive insurance renewals

## Deal Maker Tools

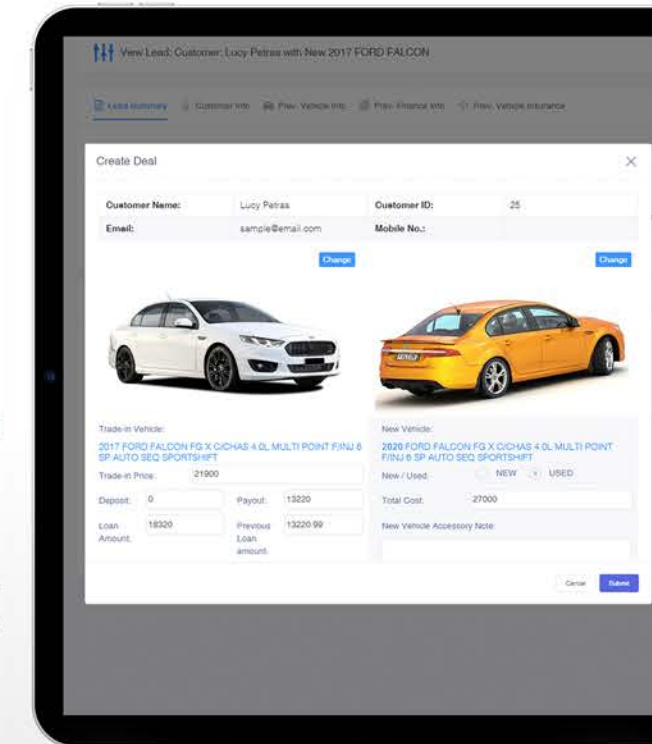
Powerful deal maker tools allow business managers to create payments scenarios for any vehicle at the click of a button. Being able to compare payments and provide options suited to customers' needs and budget creates a compelling reason to buy.

Ri-gnr8's deal maker tools allows your F&I consultants help customers make the right choice by managing multiple deal scenarios and payment comparisons fast. Empower your F&I consultant to close with confidence with the tools they need to design the best solutions.

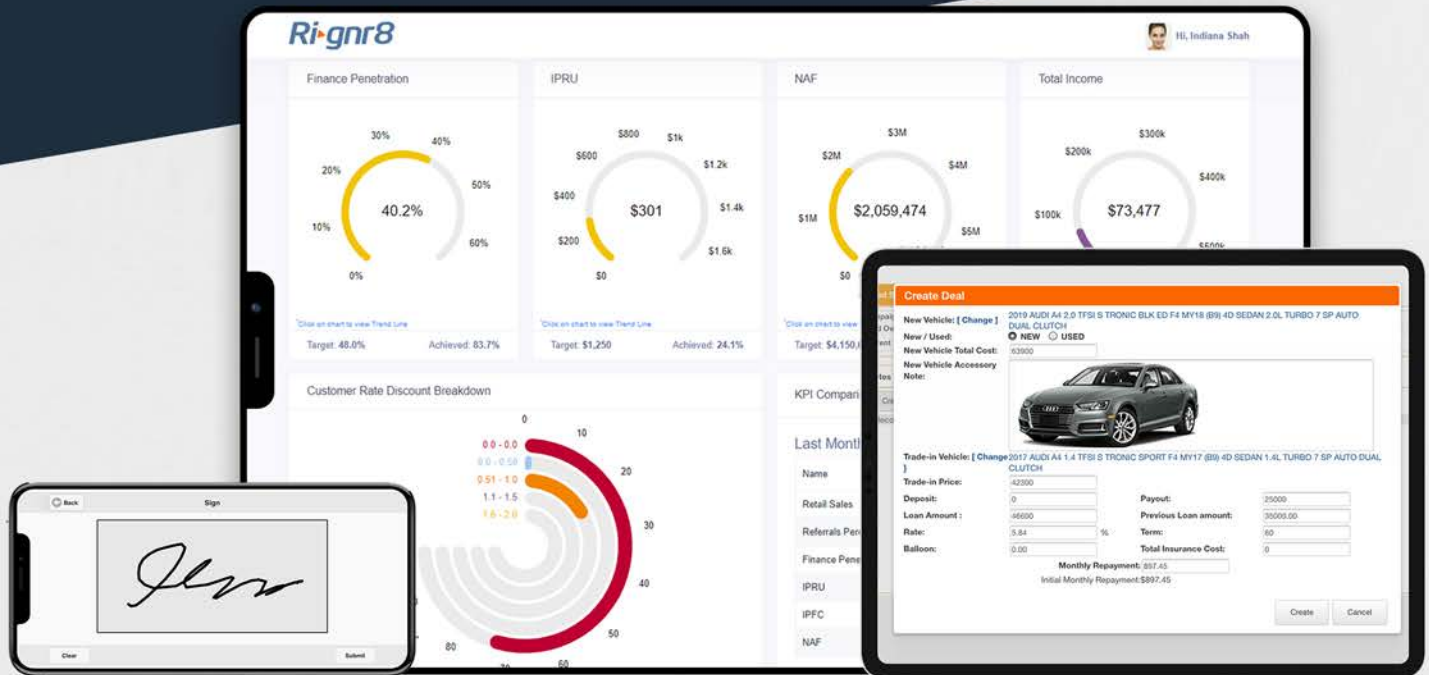


## Pipeline & Task Manager

Defined sales process technology allows you to see all the sales opportunities in your pipeline and the progress of each. You can send customers emails, appointment invitations or SMS messages and manage all upcoming tasks in one place.







# Ri-gnr8

## Improving F&I Performance

Op2ma's world class F&I Ecosystem Ri-gnr8 (the grandchild of Finance Accelerator) has been developed by people with substantial dealership experience, not just in F&I but in Dealership Sales and Management, to guarantee it delivers in performance, efficiency, process and compliance at every level.

## An Automotive Solutions Company

Op2ma Pty Ltd is a wholly owned subsidiary of Fusion Business Solutions Pty Ltd. Since 1999, we have been a leader in digital solutions, dealer consulting and consumer experience solutions for automotive clients, including Global Manufacturers (OEMs), Auto Financiers and Insurers, and Dealers.

Op2ma has been facilitating Dealer Performance Improvement groups for passenger cars, motorcycle, truck dealers and automotive OEMs since 2009.

We have many active clients in Australia, New Zealand, Singapore, China and South-East Asia.

• Adelaide • Melbourne • Sydney • Shanghai