



NEWS & RELEASES

HOT

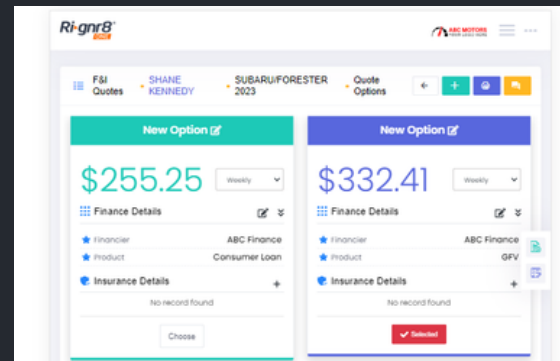
FINANCIAL PERFORMANCE INSIGHT

Op2ma's DBM financial analysis tool now delivers new performance insight tools



LINKING DMS DATA TO CREDIT APPLICATIONS

Help your F&I team save time and money by providing integration between the DMS sales transaction and the F&I department



MINIMISE UNFAIR DISMISSAL CLAIMS

Regular performance reviews make sense - it's just hard to implement. Well now Op2ma's Ri-gnr8 One makes that easier.



DAILY OPERATION CONTROL FOR SALES

Need better daily reports so you can drive sales departments - vehicle sales, F&I and car care - to higher performance?



HOT

Op2ma's DBM enhanced

Op2ma's DBM (Dealer Business Management) - formerly Op2ma Financial Reporting - is now operating in over 21 countries.

Recent innovations in the system's capability will provide greater insight for both dealers and OEMs.



The new **Balanced Scorecard** by department utilises radar charts to map performance of the key drivers for

- total business
- sales
- aftersales

against national averages as well as high performing dealers.

Also available will be

- GP contribution charts by department
- Service work mix against national and benchmark

A new Red Alert tool helps identify the best and the worst performing KPIs at a glance, with access to trend analysis on those KPIs. This helps dealers and OEMs quickly identify problem areas at a glance.

OVERALL EFFECTIVENESS

These new reports utilise actual performance in key areas, against national averages and a benchmark using top dealers' KPIs.

Areas analysed include:

- Total business
- Employee effectiveness
- Inventory management
- Growth tracking



REVENUE AND PROFIT OPPORTUNITIES

Ri-focus DBM will now feature some new tools to help understand the potential of the dealership (and potentially the network as a whole).

The new **analysis** will identify performance gaps in each department:

- New vehicles
- Used vehicles
- F&I
- Service
- Parts

and convert these into revenue and profit opportunities to assist in focusing and coaching of dealers and their staff.





PERFORMANCE REVIEWS MADE EASY

Op2ma's Sales and F&I platform **Ri-gnr8 One** now can provide monthly performance reviews using a simple Sales Recap model.

The new tools allow dealers to set targets for anyone in sales, such as

- Vehicle sales staff
- F&I and car care staff
- Managers

and the Sales Recap shows the targets versus actuals with an area for the supervisor to write comments and recommend actions for the next period.

The frequency can be determined by the leadership team - monthly, bi-monthly, quarterly, etc.

The system automatically creates the recap and sends a note to both stakeholders. PDF copies are automatically stored and can be sent to an email address.

A great solution for both coaching your staff and reducing the risk of unfair dismissals.



TIRED OF SPREADSHEETS MANAGING TARGETS?



Dealer Managers spend a lot of time trying to manage targets in their dealership.

Sales targets, profit targets, numerous other KPI targets. By brand, by location, by department head.

Managing targets down to individual staff in Sales, F&I, Car Care using spreadsheets is really hard work.

The good news is there is a better way and it can connect live to most of DMS providers.

Ri-gnr8 One helps manage deep complex sales and F&I data so you can easily manage performance against target. Freeing up managers to spend more time with staff and customers (and less time in spreadsheets!!!).

If you run a group with multiple locations and brands, with a range of finance suppliers, then you need **Ri-gnr8 One**.

DAILY CONTROL IN SERVICE OPERATIONS

As 2024 unfolds, we are going to need to think differently about how we drive Service.

Key operational KPI's we need to focus on include:

- Setting individual labour sales and parts sales targets for each technician and coaching them as we would in the sales department.
- Set operational KPI's that drive profit such as:
 - lead times
 - profitability per bay
 - effective labour rates
 - retail mix – non capped price
 - parts sales per RO
 - available hours to sell – technician engagement



So we should start seeing service lead times as real profit leakage, not a safety blanket, and get back to driving retention and lapsed customer strategies to drive retail RO's.

This means to move from a “management” to a “entrepreneurial” growth mindset in Service. And to enable this transformation, Service Managers and Dealership leaders will need better reporting and budgeting tools for Service. Op2ma has a new innovative range of Service Management solutions that provide daily insight into the drivers of service profit.

OUR RI-GNR8 ONE PLATFORM

Ri-gnr8 One was designed to connect a lot of systems and data so dealers can find ways to do more with less. Ri-gnr8 One is a whole team platform - Sales, F&I, Car Care, Admin and Management. So everyone works from the one system. No need to develop extra spreadsheets to manage deal or sales logs.

As dealers get ready for the arrival of AI, organising your data in secure and structured ways is critical to leverage the power of AI.

Ri-gnr8 One is the most advanced sales management platform available and will future-proof your operation.



CONTACT US

For any confidential conversations



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