



# NEWS & RELEASES

**HOT**

## DEALER BOARD & MANAGEMENT REPORTS

Our Dealer financial analysis and insight solution DBM now has best-in-class report generator tools for Dealer Board packs and Management reports



## PERFORMANCE REVIEWS FOR DEALER SALES AND F&I

Most dealers find conducting performance reviews (or coaching) hard work. Now Op2ma's Ri-gnr8 One has released new tools to make this a breeze



## LOST LEADS - UPDATED LEAD RECOVERY PROGRAM

Don't know why your dealership or brand is losing prospects? Need to find out? Then our Sales Recovery Program could be for you.



## DAILY OPERATION CONTROL FOR SALES

Need better daily reports and insights so you can drive sales and F&I performance at the dealership level?



HOT

# Dealer Board Pack reports

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 DBM provides a live suite of standard reports along with **Build You Own** functionality and data can be filtered to show

- Consolidated results
- Location and brand-specific
- Traffic lighted with trends
- Performance to dealer targets and industry benchmarks

Standard Reports include

- Financial Summary for Current Month with Rolling Quarter & Rolling 12 months comparisons.
- Full KPI Performance Report
- Dealership Performance vs Industry Benchmark Comparison

**Build You Own** report functions allows the user to build specific dealership reports to suite your exact needs and save them for future use.

Simply select the specific data KPI or metrics to be included and build you report and save it to your own report library.

This feature also allows the user to add side by side comparison for locations, brands with an easy click and select feature.

These reports provide up-to-date financial information, enabling dealers to monitor performance across different segments and make data-driven decisions to improve profitability.



## 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.



## UPDATED LOST LEAD RECOVERY PROGRAM

Op2ma has been working with Dealers and OEMs for over 15 years on ways to track and recover lost leads.

Dealers generally lose 80% of all leads. During the Covid years, lead conversion increased but this was not sustainable. Now with increased competition and inventory, lost leads management is becoming critical to both Dealers and OEMs.

Our Sales Recovery Program (SRP) is a proprietary methodology for re-engaging with leads that the sales team declared 'dead'.

We re-engage with those leads and secure valuable marketing intel about the sales process and lead management. In particular, if customers have bought elsewhere, we find out which competitor is winning.

During this process, our SRP process re-activates prospects that are still in the market, improving lead conversion and customer experience.

The data from this program is worth the investment alone. But the fact that it recovers lost leads and increases sales conversion makes SRP a fantastic ROI for both Dealers and OEMs.

The program has been updated to reflect current market trends.







## DAILY CONTROL IN DEALER SALES DEPARTMENTS

As we move through 2024, dealers need to re-energise their systems and processes in sales department.

It's now critical for dealers to have robust business information systems for sales operations - vehicle sales and F&I operations.

Most dealer DMS providers have some capacity in this area, but often the auto finance department is left out of the loop. Plus, most sales managers have to juggle factory incentive calculations separate to the DMS. This generally means more spreadsheets. Spreadsheets - while offering some practicality - are less robust, not connected live to DMS data and require considerable maintenance from the users to keep updated.

But it doesn't have to be this way.

Op2ma's Ri-gnr8 provides dealers with a full Daily Operating Control solution - from vehicle sales to auto finance and even for car care product sales.

Even dealers who run multi-site, multi-brand operations can leverage Ri-gnr8 to access live DMS data and provide managers and leaders the real-time insight they need to maximise the performance of the dealership sales operation.

You can read more at [www.op2ma.com/one](http://www.op2ma.com/one)

## NEED A GFV MANAGEMENT SOLUTION?

With many OEMs now utilising a Guaranteed Future Value (GFV) program to build a competitive advantage, it's easy to forget that somewhere down the track you need to manage the renewal of the existing customer.

Op2ma's Ri-gnr8 solution has a stand-alone GFV and Equity Mining module specifically designed to help OEMs, Financiers and Dealers mine the data and provide tools that dealers can use to re-convert these customers.

Don't wait until the tsunami of customer contracts starts arriving for renewal. Contact Op2ma to discuss your needs today!



## CONTACT US

For any confidential conversations



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