

Free Data Health Check offer

COVID, furlough and MOT extensions are just some of the factors behind the recent decline in dealership data health. And with declining data quality comes significant cost

The average dealer has **£60,000 worth of real opportunity at risk** through poor data quality

How confident are you in the quality of your data?



Results for the average dealer across hundreds of Health Checks completed in 2022 show key areas of concern



Of customers seen in the last three years no longer own the car



Of MOT due dates are out by thirty days or more



Of opportunity has less than 7% chance of converting

Sign up for a free Data Health Check today for comprehensive insight into your data quality performance

We'll go through a simple three-step process to review and identify enhancements

1 DATA CAPTURE

Identification of missed opportunities due to incomplete data capture

Analysis of current status of DMS data, highlighting records missing key information including MOT due date, service due date, e-mail and phone number

COMPLETENESS

2 DATA QUALITY

Checking MOT date accuracy & e-mails to uncover further threats to opportunity

Look up MOT due dates vs. DVSA. Comparison to MOT due dates held in DMS to identify any significant differences that may result in lost opportunity

ACCURACY

3 WORKLOAD PLANNING

Workload forecast & lead scoring to prioritise calls & avoid wasted effort

Lead scoring through MGS360 to automatically prioritise contacts based on likelihood to convert. Maximise conversion through highly targeted deployment of resource

PRIORITISATION

You'll receive a detailed Individual report highlighting threats & recommendations, plus tailored suggestions to improve performance

Good quality Data Health drives sustainable improvement in retention and profitability



Gives true visibility of opportunity in your DMS. Eliminates wasted marketing effort and spend on customers with zero likelihood to convert



Empowers you and your teams, giving you the confidence to act and convert with up-to-date, high-quality data



Enables you to focus resource on opportunities with the greatest conversion potential – ensuring best return on effort & spend



Improves customer experience with timely & relevant communications, ensuring you're there to influence the moments that matter