

EASI'R und AutoScout24:**Automotive Lead-management Solution EASI'R Becomes Lead-Hub for AutoScout24**

- **AutoScout24 and EASI'R start collaboration Germany-wide with TOYOTA dealerships**
- **Two flexible options for dealerships: Process used car leads or, in case of need, convert used car leads into new car leads**
- **3-sided integration: EASI'R connects online car marketplace with importer and dealerships, for more targeted offers and dynamic processes between used and new car retail**

Chemnitz/Aarhus 25.04.2017 – The German-Danish Automotive IT company Loyalty Factory GmbH launches its lead-management solution EASI'R to the German car classifieds market, in cooperation with Europe's biggest car online market place AutoScout24. First, the cooperation encompasses the TOYOTA dealerships in Germany, an extension to another leading importer in Germany is already in the implementation phase.

In the background of AutoScout24, EASI'R now functions as a lead-hub, which connects the car classifieds site with the participating dealerships and feeds all leads from the used car section directly in the EASI'R lead-management dashboard of that dealership that has published the requested car on AutoScout24. A precondition of this is that the salespeople in the dealership are working with EASI'R. TOYOTA Germany has already introduced the software in 2016 to their whole dealership network in Germany and bundles leads from various online sources in the system (e.g. coming via Toyota.de or dealership websites), as well as leads coming from the showroom, from trade fairs and events. Now, AutoScout24 is added as a new online-lead-source that is integrated with EASI'R.

The collaboration between EASI'R and AutoScout24 enables the participating dealerships to process either the requested used car leads in the most systematic, fast way, in real-time, or allows the participating dealerships if needed, to start initiatives in order to convert used car leads into new car leads.

Option A: Used car leads – Faster processes, better customer service

An advantage for the dealerships due to the new interface between EASI'R and AutoScout24, is the fast, systematic forwarding of used car leads directly to the lead-management tool of the sales person. This way, leads are no longer lost, but are automatically created as a new case in the lead-management dashboard of the user. Via various features, EASI'R enables a faster further processing of leads, including pre-planned, partially automated contact sequences with text proposals and professional layouts, e. g. for emails for an offer or a test drive appointment, as well as reminder functions to ensure fast follow-ups with the customer, and an app, which sends notifications about new leads in real time to the mobile phone, tablet or smartwatch of the salesperson. In addition, via the EASI'R reporting function, dealerships can neatly evaluate how many leads are being generated by AutoScout24 in comparison to other lead sources, e. g.

the dealership websites, about which source most test drives requests came in from and finally lead to closed deals.

Stefan Page, Head of Strategic Accounts at AutoScout24 says about the collaboration with EASIR: “For us as an online auto market, it is important to offer our users an optimal purchase experience. Consumers today expect fast replies to their online requests. Together with EASIR, we help our partners, in the form of fast, practical processes and enable a targeted customer approach, as well as a service on a completely new level.”

Option B: Converting used car leads into new car leads

In the context of the collaboration with AutoScout24, EASIR not only connects the car online market place with the participating dealerships, but also with the importer on the national level. The background to this 3-part integration is the enabling of optimal offers under agreement of all stakeholders, which gives the dealerships in the middle of the coordination chain the opportunity, for the first time, to start certain customer requests initiatives in a systematic way in order to convert used car leads into new car leads.

The decision of a sales person to either pursue the sales process of the actually requested used car, or alternatively to suggest a new car for an eventual higher price, depends on the one hand, on his personal assessment of the customer, e. g. based on the purchase history and personal information that EASIR shows him. On the other hand, the situation on the importer level is relevant: Depending on which new car model is meant to be pushed on a national level in the market, the importer can suggest to the dealership a new car as an alternative offer for the customer, which fits to his wishes he has typed in the search mask of AutoScout24.

EASIR lead-management software has been specifically developed to close the gap between online and offline processes in the customer journey, which has been caused by increasing digitalization in the automotive industry. EASIR CEO Mikael Moeslund: „Customers do their purchase research increasingly online and find their way into the dealership quite late. By cooperating with AutoScout24, we can now help importers, manufacturers and dealerships better address customers during the online phase and pick them up in front of their laptop, PC, smartphone or tablet and guide them to the dealership – for a test drive and to close the deal.”

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ABOUT LOYALTY FACTORY GMBH / EASI'R

EASI'R is the newest product of the Loyalty Factory GmbH. The company was founded in 2002 in Germany. In 2010, a subsidiary in Denmark was set up, which became the EASI'R development hub, located in Denmark's second largest city Aarhus, a second office is located in Chemnitz, Germany. The award-winning first generation of the EASI'R CRM technology was launched in 2006. A second generation followed in 2010; and in 2015 a total relaunch was set up with the focus on lead-management, sales acceleration and bridging the gap between online and offline worlds in the customer journey. With its predecessor version, EASI'R is helping over 2600 automotive dealers and 16,000 users across Europe to accelerate relations-building, sell smarter, and automatically scale their business with enterprise-level customer relationship management systems. More about EASI'R at www.easir.com.