

# CRM Suggestions for Automakers, Part One

Posted At : February 17, 2009 9:49 PM | Posted By : Tom West

Related Categories: Business Intelligence, Automotive, Collaboration Products, One to One Marketing, Tom's\_Blog, CRM

## CRM Suggestions for Automakers, Part One

For most of us, the second largest purchase after our homes is our automobiles. As a person who provides CRM (Customer Relationship Management) and Business Intelligence consulting, products, and services I often wonder why the automakers haven't latched on to this powerful tool. I know for sure the automakers have all their customers in a nice tidy database and they use that database to send us brochures, offers, letters, and other communications. What I have in mind is a bit more elaborate and will be a series of blog entries as I am sure there will be comments and discussions that will evoke more ideas on this subject.

In short I want to discuss the following:

- Automakers need all the help they can get, they need to reach out and make their customers feel appreciated.
- They need to be more responsive to customer needs, they need to listen more to their customers.
- Need to make customers feel more connected to the automaker so they don't get frightened when something goes wrong with the car
- Need to have a system that can be accessed anywhere in the world
- Need to have access to repair manuals, on-line, included in purchase price
- Maintenance records in your secure online account
- Automakers can have better Business Intelligence and use that intelligence to make sure they are making the sales they should be making.
- .....and the first one to seriously do this will increase sales, guaranteed

Tom West, planglobal consulting ltd., [twest@planglobal.ca](mailto:twest@planglobal.ca), +1 403 235-3495 x201, <http://www.planglobal.ca/>, Skype: [twest1960](#)