



Training Course Overview

Course Objectives:

Attendees will gain an understanding of the CRM module and how it integrates with Autoline, providing attendees with the initial knowledge and skills to effectively use, manage and maintain the CRM database.

Who should attend?

Personnel who are responsible for marketing duties within a dealership, and/or who use, manage and maintain the CRM database.

Prerequisites

Attendees must have keyboard/mouse skills. This course is in conjunction with other courses in the series

Programme

- Managing your CRM Desktop facility
- Searching CRM records
- Creation of customer, company and vehicle records and understanding their relationships
- Recording of extra customer information
- Using audit control to manage amendments to CRM records
- Reviewing CRM customers within the CRM desktop
- Running database cleansing reports
- How to delete CRM records
- Assistance with minimum standards in CRM record creation
- Prepare for the consultants visit (CRM Setup) if required

Duration

1 Day

Please visit our website or call the ADP Training department on 01635 214460 for further information or to book you place on the next available course.