tradeanalytics

Track performance with informative dashboards and reports.
Measured. Evaluated. Detailed.

Drill down into customer performance trends and turn parts data into **actionable insights.**

Insightful reporting, integrated into dealer's reporting systems, is available for all stakeholders, allowing users to analyse all aspects of their parts sales performance over time and across product categories.

For illustrative purposes only

Key Functionality:

Trade Parts Sales Reporting
- Versus targets and historic
- Sales by service type (routine maintenance/ damage etc.)
- Sales by product (type, group, description code)
- Sales by dealer (individual or groups)
- Sales by customer (individual or groups or by customer type)
- Sales campaign
- Dealer penetration into area of responsibility

Network Measurement
- Coverage mapping
- Drive time mapping
- Dealer standards
- Auditing
- Dealer performance

Opportunity Assessment
- Car parc
- Available trade parts market
- Penetration
- Retention

Trade Parts Basket
- Identification of focus parts
- Pricing research
- Competitiveness
- Quick reference/application guides to aid marketing
- Rebate systems

Please contact OEC for more information:
Visit: OEConnection.com
Call: +44 (0)844 247 3577
Email: eusales@oeconnection.com

Terms and conditions: Calls cost 2p per minute plus your phone company's access charge.

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Additional Functionality:

Trade Surveys
- Mystery shopping
- Dealer surveys
- Customer surveys

Technologies In Use
- Azure Datawarehouse
- Microsoft Power Bi
- Microsoft Power Apps
- Excel Data Modelling
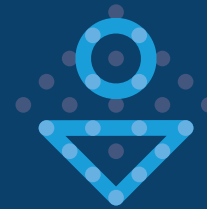
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Product Benefits

BUSINESS INSIGHT

PARTS DATA ACCURACY

CUSTOMER SATISFACTION

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