

CDK Global launches "Get the most from your DMS" guide

CDK, a provider in automotive dealership software found in over 30,000 retail locations across the world, has launched a downloadable best practice guide to support clients through the current Covid-19 pandemic.



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The report details how customers can best work with CDK Global and its Dealer Management System (DMS) over the remote working period. CDK has been offering some VPN capability at no cost and also enable remote access to some telephony products with no immediate cost.

Many dealers across the world have now partially or completely closed, prompting an increased focus on using digital channels to engage with customers and stimulate online sales. Manufacturers globally have also halted or delayed production, meaning that managing customer engagement when there's very little activity has become even more important. With more focus placed on promoting services virtually, workshops have also adopted more Vehicle Health Checks (VHCs) as well as home pickups and deliveries to ensure they are supporting customers when they can't leave the house.

The "[Get the most from your DMS](#)" guide shares key thoughts on how dealers can better use their DMS to support their businesses over the coming months. For example, CDK Global recommends ways of stimulating interest whilst showrooms are closed, managing cash flow and keeping customers informed through a digital communications strategy.

Phil Stubbs, general manager for Middle East & Africa at CDK Global, says “First and foremost our thoughts are with anyone affected by Covid-19, we wish them, and their loved ones well and a speedy recovery. We know this is a difficult period for our customers, so it is also a key priority for us to support and help them during this time. We hope this guide will provide advice, and of course our teams are on hand, no matter what country you are based in, to provide support and answer questions to help our dealership colleagues keep their business as strong as possible, ready to pick up again as soon as we start to return to business as normal. By working collaboratively together, we can ensure that everyone in the industry feels supported during this turbulent time.”

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