



Leads Management System (LMS)

Introduction

The Leads Management System (LMS) aims to support the Suzuki PH Auto customer inquiries and possible leads through its different channels. These information are determined and gathered through their different lead forms, from people who wanted to purchase vehicles to request forms (i.e. Test Drive, Repair and Maintenance).

Leads Gathering

Initially these leads are compiled from the different sources and are segregated per dealership. This also include qualifying leads as long as it meets minimum information such as name and contact number. These leads are sent to all dealerships on a weekly basis which, all in all, usually takes around 3 to 5 days to finish.

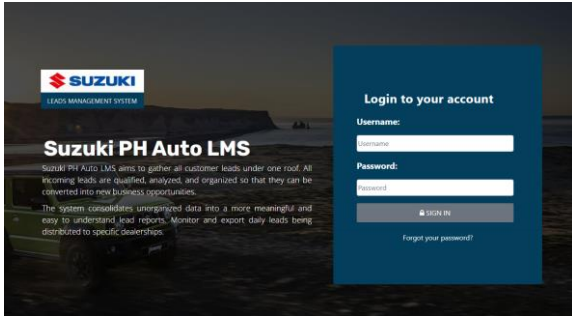
Problems Encountered

Due to the long turnaround time of the compiled and segregated leads, there were instances wherein the customer had already lost interest or had decided to purchase a different brand altogether.

Solution: LMS

Due to the encountered issues, the need to automate the process and improve overall turnaround time was realized. The LMS now handle and automate all leads compilation received from different sources. It also utilizes a third party application which sends Facebook leads data back to the system

The system also maintains other necessary information such as dealerships, (lead) sources, and form fields in order to facilitate the compilation of leads. Once a lead is received by the system. It is then processed by 12mn to strip out unneeded fields. Once processed it is then collated and sent by 7am the next day to the (current) 75 dealerships.



ID	Name	Today	Month	Total
17d5b5a18de46626f11d20b55f6e80e	ADMINISTRATOR	0	3520	121655
ee634ef32a744fd2e73befbcb7427852	SUZUKI AUTO ABAD SANTOS	0	0	397
4777c058bdce6155695f0119e2b724c2	SUZUKI AUTO ALABANG	0	140	5274
54d9a62e0797e9411e7f2d1cd3228b40	SUZUKI AUTO ANGELES	0	80	2029
06c49905cae5e9da794510477ea23a37	SUZUKI AUTO ARANETA CENTER	0	0	0
9418b06ed6ff2301a30ba6f9a071a4a7	SUZUKI AUTO BACOLOD	0	85	2745
a66016187474a70e517230cf135e07bc	SUZUKI AUTO BATAAN	0	47	1497
bffa9e80cd4616b0da16f504f07154ab	SUZUKI AUTO BATANGAS	0	0	0
1eb084aa008cb1764bfa22b4730100c4	SUZUKI AUTO BINAN	0	44	1767

The LMS Now

The system has been running for 2 years now and have been successfully sending leads since its launch. It has continued to deliver on its promise and as such is seen to continue operation moving forward.

It has helped Suzuki PH Dealerships access to fresh leads instead of them receiving it on a weekly basis. The system has received over half-a-million leads and regularly sends more than 20k leads monthly.