



eDynamix  
**PLANS**

More than just Service Plans



## More than just Service Plans

eDynamix Plans are the next evolution of the traditional service plan. In fact, they are much more than just a service plan.

They provide flexibility and transparency, increase staff engagement through ease of use and deliver improved revenues through our sophisticated menu pricing engine and Bundles functionality.

## Complete dealer control

It is imperative that your users have the control necessary to manage the relationship with your customers without relying on 3rd parties.

eDynamix Plans provide all of the necessary features so that your staff can efficiently answer customer queries or easily amend and transfer plans with the customer present. Your users are in complete control.

## Bundles

Our Bundles feature brings choice to your customers through side by side comparisons of basic and fully loaded plans.

Plan Bundles might include guaranteed loan cars, free puncture repairs and bulb replacements, breakdown cover, excess, tyre and MOT insurances and extended warranties all within one monthly payment.

## Maintenance items & repair plans

Scheduled maintenance items or amber items identified during a vehicle health check can be easily added to a new or live plan, providing convenience to a customer by adding this work to their current direct debit.

If the customer does not have a plan then they can always create a quick Repair Plan to spread the cost of the work until its due date.

## Self-service

Customers should be able to configure a plan to their requirements from a VRM lookup and purchase directly from your website.

eDynamix Self-serve Plans are available to your customers 24 hours a day, 7 days a week.

The system is fully customisable, responsive and can be embedded in your website regardless of your website supplier.

Quotes can even be configured in-dealership then amended and confirmed by the customer from the comfort of their own home, or vice-versa. If a customer enters their bank details, they can confirm it immediately online using our paperless direct debit option.

## The possibilities are endless.





# This is what our average 36 month plans look like



Average number of services



Average number of MOT's



Average monthly subscription fee payable by the customer

## New car customers who return to repurchase



## Customers who return for a service event over 3 years



# Features/Benefits



## Compound Plans

Add additional services on top of OEM schemes to ensure the customers servicing needs are covered beyond the life of the new or used vehicle plan, helping increase customer retention.



## Management App

Ensure each dealership is engaged with plan sales by monitoring daily, weekly and monthly sales performance using our Connect App.



## Automated Plan Renewals

Take the work out of plan renewals and ensure that your customers continue to receive the convenience of small, monthly payments for their future work by automatically renewing their policies.



## Batch Create

Have the system create and email tailored plan quotes for customers visiting the dealership using data from your DMS.



## Plan Transfer

If a customer changes their vehicle all customer details and any available funds can be automatically transferred from their current plan to a new one.



## Campaigns

Create extremely powerful, date driven, model specific campaigns which automatically adjust the included services and required payment profile.



## Vehicle & Customer Data

Create a fully customised quote in seconds using a VRM lookup cross referenced with your DMS for relevant vehicle and customer data.



## Sophisticated Menu Pricing Engine

You might want to reward your customers for their loyalty by applying fixed or age-related discounts to scheduled and optional services.



## Optional Services

Loyalty, retention and plan sales can be further improved by including optional services such as MOTs, air conditioning services, brake fluid changes and more.



## Transparency

Complete transparency throughout the quoting and plan lifecycle is essential, therefore no plan confirmation or cancellation fees are charged, with the small monthly subscription fee payable by the customer clearly visible on all quotes and contracts.



## Automated Customer Refunds

Automatically notify and refund a customer should a plan be cancelled without the need to involve your accounts department or a 3rd party.



## Maximised Payment Periods

The necessity to discount the plan to achieve an acceptable monthly payment is removed, while returns are improved as the plan payment term is maximised.



### Reporting & Live Dashboards

Subscribe to a number of group-wide, data rich, powerful reports which can be delivered directly to your inbox. Or cast an eye over the real-time dashboards and performance pages to monitor performance.



### Plan Statement

A statement of account showing all credits and debits to the plan and current available funds can be emailed or posted to the customer on request.



### Variable Direct Debits

Customers can take out a plan at any stage in their service lifecycle without the need to take a large deposit at the beginning which can often be a barrier to the sale.



### Intuitive Accounting Panel

Don't rely on month end statements or imports by suffix journals into your DMS, a quick check each day of your transaction list with automated DMS balance sheet comparison means you should balance to the penny.



### Plan Amendment

Easily change the plan length, annual mileage, optional and additional services during a live plan amendment to ensure the plan continues to match the customers driving style and requirements.



### Loyalty Cards

Dealer branded loyalty cards can be automatically posted to customers on plan confirmation and include the customer's name and registration and may entitle them to additional offers over and above a normal retail customer.



### Top Up

Provide your customer with the option to top up their plan fund should they come into your workshop early to ensure the plan is never in a negative balance.



### Variable Payments

Payments can be varied to always ensure there are enough funds in the customers pot to cover services as and when they are due within the lifecycle of a plan.



### Maintenance Items

Add additional maintenance items to a plan, such as tyres and brakes, to ensure your customer is covered for all required vehicle service and maintenance items through one convenient monthly Direct Debit.



### Dealer Rewards

You can earn performance-based dealer rewards based on your plan sales. The more you sell the more you earn, and these rewards can reach tens of thousands of pounds per year.

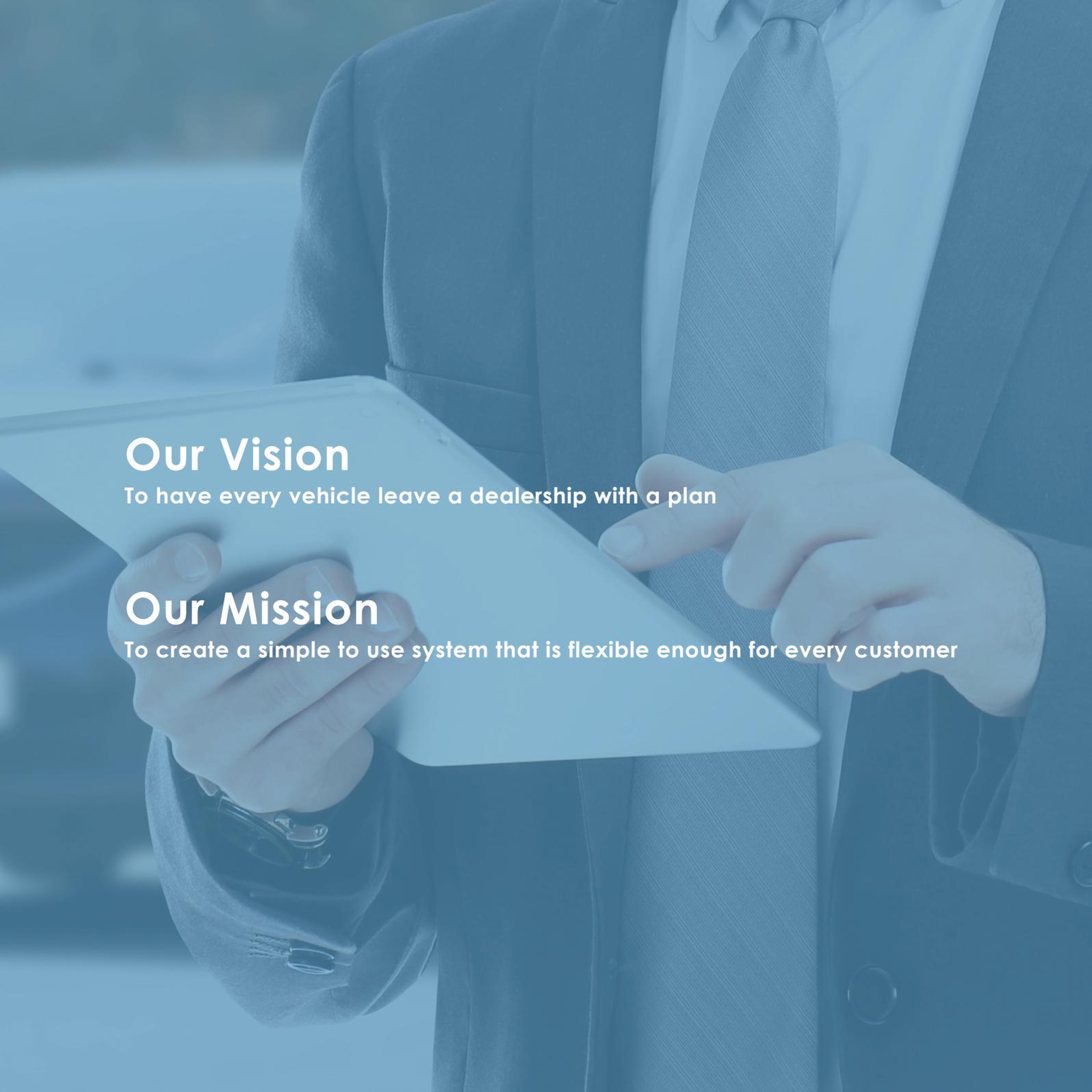


### Additional Revenues

You have the opportunity to increase the monthly subscription fee, introduce a plan facility fee and include a cancellation fee, 100% of which is retained by you.



**25% UK Market Share**  
**2,000+ Installs Globally**

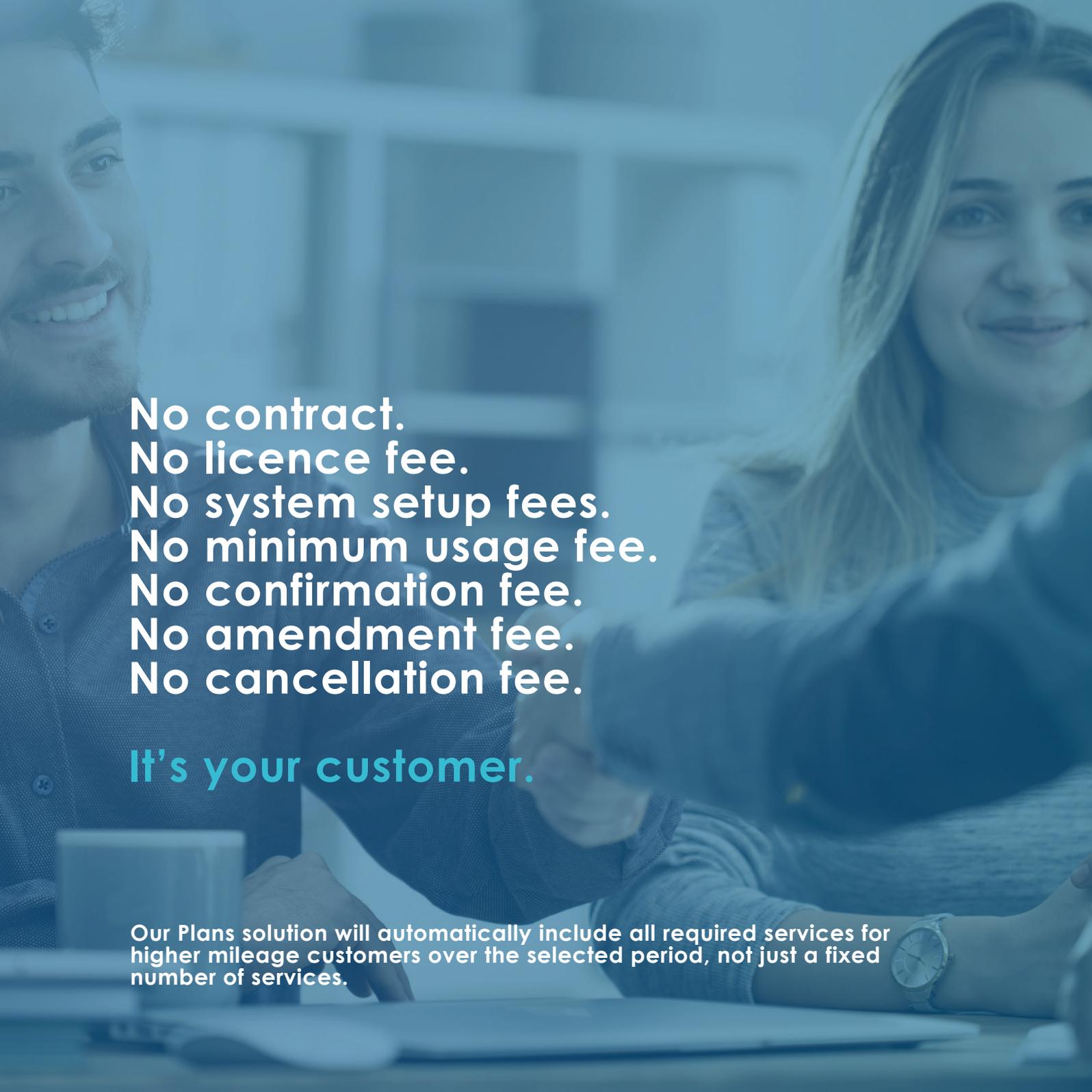
A person in a dark suit, white shirt, and patterned tie is holding a white tablet. The person's hands are visible, with the right hand touching the screen. The entire image is overlaid with a semi-transparent blue filter. Text is overlaid on the left side of the image.

## **Our Vision**

To have every vehicle leave a dealership with a plan

## **Our Mission**

To create a simple to use system that is flexible enough for every customer



No contract.  
No licence fee.  
No system setup fees.  
No minimum usage fee.  
No confirmation fee.  
No amendment fee.  
No cancellation fee.

**It's your customer.**

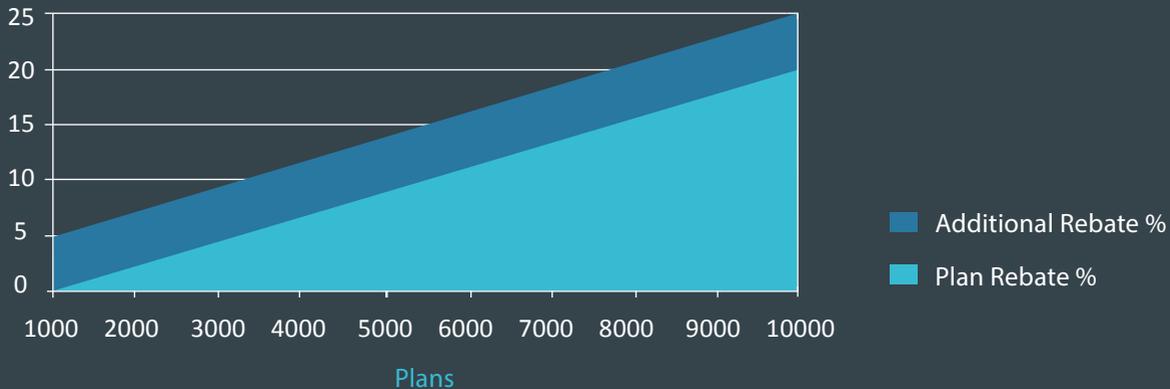
Our Plans solution will automatically include all required services for higher mileage customers over the selected period, not just a fixed number of services.

# Dealer Rewards Scheme

eDynamix Dealer Rewards Scheme rewards dealers for plan sales performance. Dealers receive a proportion of the customer paid monthly subscription fee dependent on of volume of sales.

A dealer will begin to achieve a return on the customer paid monthly subscription fee once 1,000 non-compound, confirmed plans has been reached. The percentage return of the subscription fee will then increase for every non-compound plan over 1,000 to a maximum of 20% when 10,000 plans are confirmed. On top of the subscription fee percentage return, a fixed 5% is also rewarded.

## eDynamix Service Plan Rewards



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Approved Partner