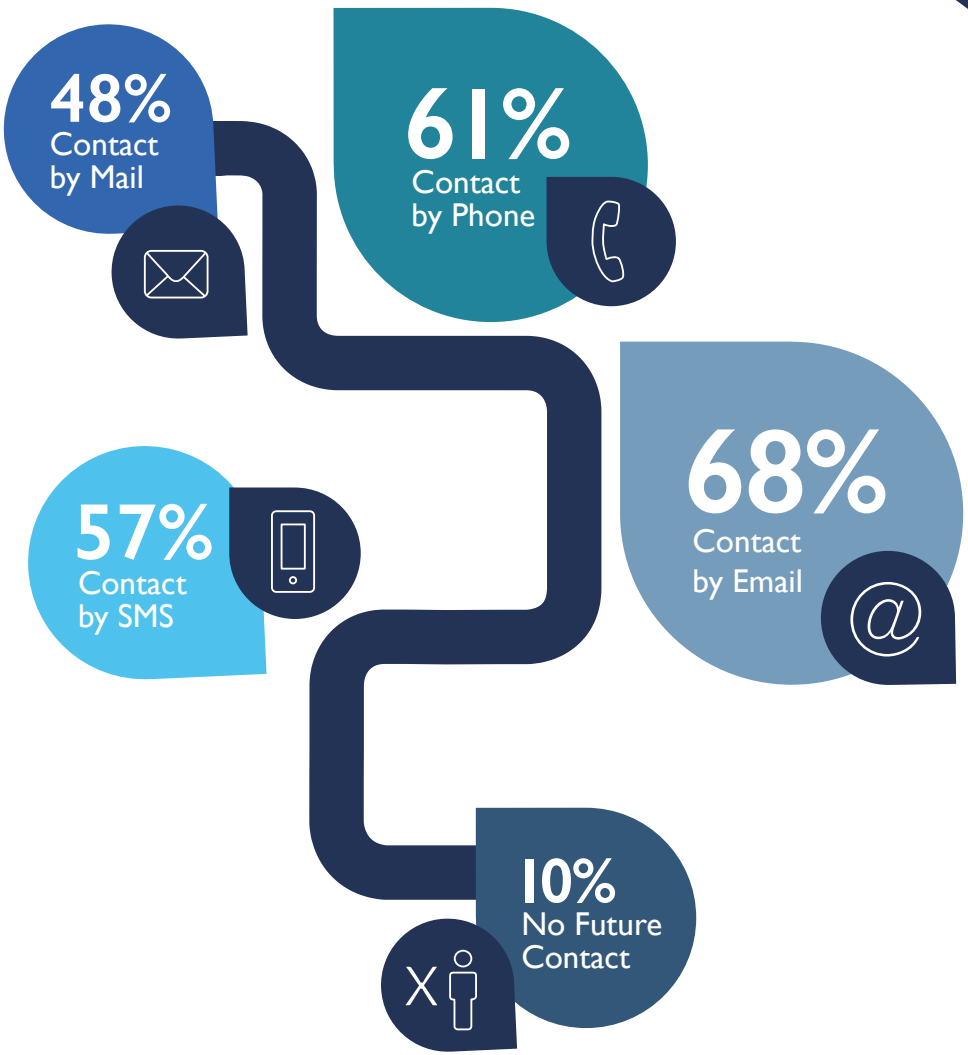
iconsent
by eDynamix

Using the iConsent module, on average customers select the following marketing options:



iconsent

A UNIVERSAL GDPR SOLUTION FOR THE AUTOMOTIVE INDUSTRY

- All your consent in one place
- Standalone module for capturing consent
- Tablet and desktop options for ease of use and flexibility
- Fully integrated into the eDynamix platform
- DMS integration available*
- Complete logging of consent details including:
  - User & method of capture
  - Time & date
  - Privacy Policy version
- Real-time reporting via our Connect Management App**
- Regular reports pushed to your email
- Comes with GDPR Cleanse module for GDPR compliant marketing

Service Plan

- When creating a quote, iConsent will check existing consent and prompt either the user to obtain or customer to provide where missing

iVHC

- When checking a customer in, iConsent will check existing consent and prompt the Service Advisor to obtain from the customer where missing

Sales Desk

- When creating an enquiry, iConsent will check existing consent and prompt the Sales Executive to obtain from the customer where missing

Online Bookings

- When creating a booking, iConsent will check existing consent and where missing, will ask the customer to complete their marketing preferences

automate

- Customers using the app will be periodically prompted for consent where missing

connect

- iConsent captured data can be analysed in our Connect management app
- Available to all iConsent customers

GDPR Cleanse

AVAILABLE TO ALL iCONSENT CUSTOMERS

- Market to your customers with full GDPR compliance
- Works with any DMS***
- Full Telephone and Mail Preference Service (TPS & MPS) checks for all outbound communications
- Email address validation
- Allows easy cross referencing of database extracts with consent recorded via iConsent in 4 easy steps:
  - Export marketing database from the DMS
  - Upload to GDPR Cleanse
  - Compare with iConsent including consent breakdown analysis by contact method
  - Download the cleansed file ready for marketing
- SAR Console for easy handling of Subject Access Requests to the eDynamix platform
- Right to be forgotten management for efficient removal of customer data on the eDynamix platform

*DMS Dependant
**Coming soon
***Export format dependant

Follow Up

- Maintenance reminders sent in accordance with consent options
- Marketing and non-marketing reminder options available
- User prompt when booking if no consent for customer

Reporting

- Comprehensive desktop suite of reports to analyse consent, SAR requests, RTBF requests, etc
- Regular push reporting of key information

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