

## Customer Development Committee (CDC)

### Update:

Late last year Reynolds & Reynolds formed the Customer Development Committee (CDC). The CDC was formed to provide our customers with a forum to be able to submit development requests for the ERA2 solution. These requests can be enhancements to the ERA2 products or changes to functionality of the existing ERA2 product. The CDC is made up of a number of different people within Reynolds & Reynolds with each Application having a product champion responsible for that product. The product champions are:

Parts – Noel Connelly  
Service – Adam Brophy  
Accounting/Payroll – Gavin Hart  
Vehicles/Showroom – Kerry Shanahan

Requests to the CDC will be forming a large part of the development schedule for each release. This provides our customers with the changes to the ERA2 product that they want and need. Since it was formed the CDC has received nearly 400 individual requests – over 200 enhancements and over 100 core product changes and almost 100 requests answered through using existing ERA facilities. As these requests are added to the ERA2 product we will be notifying the customer who submitted the change that it will be in the next release.

Anyone can submit a request to the CDC, simply fill in the request form and email it to [cdc@reynolds.com.au](mailto:cdc@reynolds.com.au). If you do not have a request form, simply email [cdc@reynolds.com.au](mailto:cdc@reynolds.com.au) requesting the form and it will be emailed to you. As part of the CDC process we create Functional Specifications for the items selected for development. We will share these specifications with all CDC registered customers and invite feedback prior to programming commencing. This provides a great opportunity for users to be continuously be involved in improving the ERA2 product.

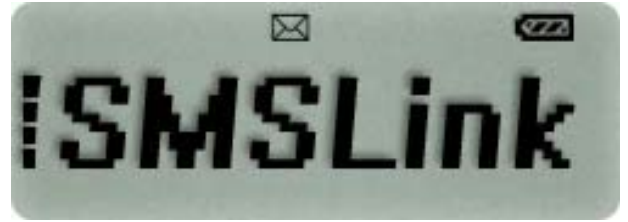
The CDC is a fantastic vehicle for our customers to help shape the direction and functionality of the ERA2 product. If you have ever wanted a change to the ERA2 product, please send through the request so it can be considered for inclusion.



### **Customer Experience**

#### **7 Habits Reynolds staff live by:**

- Habit 1 – All phone calls must be returned
- Habit 2 – State your Business unit, name and team name when answering the phone
- Habit 3 – Wear your name tag at all times
- Habit 4 – Pick up any ringing phone
- Habit 5 – Respect other staff
- Habit 6 – Update your customer
- Habit 7 – Deliver a Golden Moment every week



### Customer Relationship Management at YOUR Fingertips

- Service forecasting reminder
- Your vehicle is ready notifications
- Day prior service reminder notifications
- Broadcast of parts and service specials
- New and Used vehicle delivery details confirmation
- Customer appreciation message for Vehicle sales
- Customer Backordered parts in stock announcement

SMSLink the most advanced customer communication system available to ERA dealers.

For more information contact your territory manager or email [smslink@reynolds.com.au](mailto:smslink@reynolds.com.au)

### Vehicle Accessory Codes

Data Services recently announced the release of Vehicle Accessory Code Data for genuine, dealer fitted accessories for the Vehicle Advisor product.

The data includes the operation code used to create the repair order and the accessory code which is linked to specific models in the sales screens and includes every accessory listed on the manufacturer's recommended accessory fitting list.

The current franchises available are Toyota, Mazda, Mitsubishi, Ford and Holden with many more in the pipeline.

The accessories are grouped together under a category heading delivering a clearer presentation to the customer and making it easier to select common sale items. The operation codes are setup as per the manufacturer's recommended fitting times and part application but these can be customised to the dealers requirements during installation. Pricing is calculated from the dealer's tables so automatically include any special mark-ups or alternatively you can match the prices to the manufacturers RRP.

As new models are released the updated codes are created and sent to your system reducing the maintenance of Vehicle Advisor.

For more information or to discuss how this product will save time and money and help to increase genuine accessory sales, contact your territory manager or email [accessorycodes@reynolds.com.au](mailto:accessorycodes@reynolds.com.au) .

**If you know anyone else who would like to receive a copy of eConnect, simply email [jennyh@reynolds.com.au](mailto:jennyh@reynolds.com.au) and you will be added to our subscription list.**