

PRODUCT

The CRM that turns enquiries into deliveries

A CRM for new-car showrooms: every lead, test drive, on-road quote, booking and delivery, with WhatsApp built in.

OVERVIEW

AutoTech360 CRM

AutoTech360 CRM is built for new-car dealerships, not adapted from a generic sales tool. It follows an enquiry the way a showroom does: from the first call or ad, through the test drive, the on-road quote and the booking, to the car allotted, invoiced and handed over, and then keeps the customer coming back.

Every lead source, every WhatsApp conversation and every rupee, dirham or dollar on a quote lands on the same customer record. On-road prices come from your price books, never typed by hand, and the whole app works in English, Hindi, Kannada and right-to-left Arabic.

BUILT FOR

- New-car franchise dealerships
- Multi-showroom dealer groups
- Corporate and fleet sales desks
- Showroom managers and sales consultants
- Dealership marketing teams

FEATURES

What you get with AutoTech360 CRM

- 01 Leads from every source**
Website and hosted lead forms, Meta Lead Ads, Google Ads lead forms, portals, IVR and missed calls, de-duplicated by phone, scored and assigned round-robin.
- 02 Enquiry pipeline with SLAs**
A board from enquiry to delivery, stage gates that refuse a booking without token money and verified KYC, and response-time alerts escalated to the manager.
- 03 Customers and corporate accounts**
Phone-first customer records with KYC, WhatsApp opt-in and the models they are weighing, plus fleet, financier and insurer accounts and a duplicate finder with undo.
- 04 On-road pricing by region**
Price books per region and branch with road tax slabs, TCS, registration and VAT, and an EMI beside every quote. The deal value is calculated, never typed.
- 05 Test drives and trade-ins**
Demo cars that cannot be double-booked, a public booking page per showroom, licence and consent signed on screen, and an 18-point trade-in inspection.
- 06 Quotations and e-signature**
Versioned quotations as branded PDFs, signed on a built-in page or through Dropbox Sign, with approvals tracked against each enquiry.
- 07 Stock and allotment**
Every car by VIN from OEM allocation to delivered. Allotment cannot promise one car twice, and ageing stock becomes a call list of matching enquiries.

- 08 Receipts, invoices and approvals**
Numbered receipts with refunds and cheque clearing, discounts above the branch limit sent for approval, and tax invoices that freeze the price breakup.
- 09 Handover and after-sales**
A handover checklist signed by the customer, then service, insurance and warranty reminders and a delivery NPS survey that flags unhappy buyers.
- 10 Two-way WhatsApp and email**
A shared inbox with delivery ticks, canned replies and AI reply drafts in the customer's language, sending only to customers who opted in.
- 11 Campaigns and automation**
Saved segments, email and WhatsApp campaigns, multi-step sequences, a visual workflow builder and lead scoring rules.
- 12 Reports, targets and AI**
Funnel conversion, order bank, stock ageing, model and colour mix, lost-deal analysis and consultant scorecards, with targets, incentives and AI summaries.

WHY IT MATTERS

The difference it makes to your business

- 01 Faster first response**
Response-time windows per enquiry type escalate to the consultant and their manager, so no lead sits unanswered.
- 02 No car promised twice**
Allotment ties one physical car to one enquiry, and ageing stock is matched to open enquiries before it costs you more.
- 03 Quotes customers trust**
On-road prices come from your price books with the EMI alongside, and every breakup can be reproduced later.
- 04 Discounts under control**
Anything above the branch limit goes to a manager automatically, and booking waits until it is signed off.
- 05 Every channel on one record**
Ads, forms, calls, WhatsApp and email all land on the same customer, so the whole team sees the whole story.
- 06 Customers who come back**
Service, insurance and warranty reminders, birthdays and a delivery survey keep the relationship going after the sale.

HOW WE DELIVER

How we deliver AutoTech360 CRM

01

Set up your showrooms

We load your branches, vehicle catalogue, price books, pipelines, teams and approval limits, so the CRM matches how you sell.

02

Connect your lead sources

Website forms, Meta and Google lead ads, portals, missed calls and WhatsApp are connected, so every new enquiry arrives on its own.

03

Bring your data across

Customers, enquiries and stock are imported from your current system or spreadsheets, matched by phone and checked for duplicates.

04

Train your team

Consultants, managers and marketing each learn their own screens, from the morning board to the monthly report.

05

Go live and keep improving

We stay on hand after launch and review the funnel, response times and scorecards with you to tune the set-up.

FAQ

Questions about AutoTech360 CRM

What is an automotive CRM?

An automotive CRM manages a dealership's customers and sales: capturing leads, tracking each enquiry through test drive, quote and booking, following up on time, and keeping in touch after delivery. Unlike a generic CRM it understands cars, stock, on-road prices and the showroom's way of selling.

How is the CRM different from your DMS?

The CRM is focused on showroom sales and customer relationships, from the first enquiry to delivery and after-sales follow-up. The DMS runs a whole dealer group, adding service, parts, body shop, warranty and a full general ledger. Many dealerships start with the CRM.

Can it capture leads from Facebook, Google and our website?

Yes. It takes leads from Meta Lead Ads and Google Ads lead forms, from hosted or embedded forms on your website, from portals through their own endpoints, and from IVR and missed calls. Each lead is matched to an existing customer by phone, scored and assigned.

Does it work with WhatsApp?

Yes. Two-way WhatsApp runs through the Meta Cloud API, with a shared inbox, delivery and read ticks, canned replies and AI reply drafts. WhatsApp can also be used in campaigns, sequences and automations, and messages only go to customers who opted in.

Can it calculate on-road prices for our market?

Yes. Price books are set per region and branch, with road tax slabs, TCS, registration fees and VAT as data rather than code. India, GCC and US packs are included, and a new market is added as a new price pack.

Which languages does it support?

The whole app works in English, Hindi, Kannada and Arabic, with a right-to-left layout for Arabic.

Can it connect to our OEM's DMS?

Yes. The CRM can push booking and delivery milestones to your OEM's DMS through a signed webhook, and it offers an API for your other systems.

Is there a mobile app?

The CRM is an installable web app: consultants add it to their phone's home screen and get click-to-call, WhatsApp links and a test-drive day view built for the showroom floor.

How much does the CRM cost?

It depends on the number of showrooms and users, the lead sources and integrations you need, and how much data we bring across. After a free demo and a scoping call you get a fixed quote, with no hidden extras.

NEXT STEP

See the CRM in action

Book a free demo and we will take an enquiry from a lead ad through test drive, on-road quote and booking to delivery, using your own models and prices.

Book a free demo: <https://autotech360.com/book-a-demo/>

WhatsApp or call: [+91-9025555584](https://wa.me/919025555584)

About AutoTech360

AutoTech360 builds technology that changes the way automotive businesses operate. We work with dealerships, fleet operators, service centres and mobility companies to deliver dealer management systems, automotive CRM, fleet management, mobile apps and AI-powered platforms, with implementation, training and ongoing support.

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