Chapter 2

Service Reminder & Follow-up

Chapter Overview

This chapter explains how to manage vehicle service reminders and keep the customers engaged.

Roles and Responsibilities:

Customer Care Manager:

- Allocating service due data to the SMRE for calling.

Service Marketing Reminder Executive:

- Calling the customer for service reminder.

Digital SMRE:

- Follow up on leads received through digital platforms.

***Note:** The service representatives mentioned above are the primary owners of the process. However, for specific steps in the process, there might be other manpower involved.*

Purpose:
To ensure customers get the service reminders of their respective vehicles on a timely basis.

What You'll Do:

- Greet the customer and remind them about their upcoming services.

Why It Matters:
The goal is to make the service process easy for customers, build trust, and encourage them to return for future services.

Process Flow

2.1 Service Reminder
Process Owner: SMRE

2.2 Follow Up on Digital Leads
Process Owner: Digital SMRE

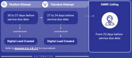
2.3 Communication with Lost Customer
Process Owner: SMRE/CCM

2.4 Reports/Formats
Process Owner: SMRE/CCM

2.1: Service Reminder

Who will do: SMRE
When to do: Every day
Where to do: DExC

This section highlights how to ensure timely reminders for customer about their upcoming service due dates, enhancing satisfaction and engagement.



Refer to Annexure 2.A, 2.B, 2.C for more details.

Service Reminder Calling by SMRE:

The remaining data for Service Due vehicles, after service reminder attempts by the chatbot and voicebot, will be available in the DExC for the SMRE to make folllow-up calls.

SMRE calling using DExC can be done using the following methods:

2.1.1: SMRE Calling Using Speed Dialer

Step 1
Log in to the SMRE ID in DExC and navigate to the '**Calling List**'.

1. Speed Dialing.

Step 2
Click on the '**Speed Dialling**' button to initiate automated calls using speed dialer.

- All necessary information about the customer will be displayed on the screen.
- Review the customer details while the call is being connected.

1. Call Timer.
2. Upcoming Service Details & Service History.

Step 3
Once the call is connected to a customer, talk to the customer using the standard script.

- *Refer to the '**Talking Points**' section in DExC while talking to the customer.*

Note: *If a customer doesn't answer the call, the system will automatically update the call status & generate a follow-up date.*

Step 4
Based on the discussion with the customer, select the appropriate call disposition option:
- Book an Appointment
- Call Me Later
- Low Mileage
- Refused for Service
- Wrong Number

Step 5
Fill in the customer response and your remarks in the provided fields.

1. Call Status
2. Call Disposition Form

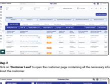
Step 6
WhatsApp and SMS notifications can also be sent using dialer as a service reminder to customers.
- Click on the '**WhatsApp**' or the '**SMS**' icon to open the message screen.

- Select the applicable message template.
- Select the customer phone number and click on '**Send**'.

Step 7
Click on '**Submit**' to complete the call.

2.1.2: SMRE Calling Using Manual Dialer

Step 1
Log in to the SMRE ID in DExC and navigate to the '**Calling List**'.



Step 2
Click on '**Customer Lead**' to open the customer page containing all the necessary information about the customer.

Step 3
Click on the '**Call**' icon to open the calling dialog box.

Step 4
Select a number for calling and click on the '**Call**' button to initiate the call with the customer.

Step 5
Once the call is connected to the customer, talk to the customer using the standard script.
- *Refer to the '**Talking Points**' section in DExC while talking to the customer.*

Step 6
Go to the '**Call Disposition**' tab and select the appropriate call disposition option based on the interaction with the customer.
- If the call cannot be connected to the customer, select the appropriate reason for failure.

Step 7

Fill in the customer response and your remarks in the provided fields.

Step 8

WhatsApp and SMS notifications can also be sent using the dialer as a service reminder to customers.

- Click on the '**WhatsApp**' or the '**SMS**' icon to open the message screen.

- Select the applicable message template.
- Select the customer phone number and click on '**Send**'.

Step 9
Click on '**Submit**' to complete the call.

2.1.3: SMRE Calling Without Dialer

Step 1
Log in to the SMRE ID in DExC and navigate to the '**Calling List**'.

Step 2
Click on the customer lead to open the customer page containing all the necessary information about the customer.

Step 3
Select a number from the available list and call the customer using your phone.

Step 4
Once the call is connected, talk to the customer using the standard script.

- *Refer to the '**Talking Points**' section in DExC while talking to the customer.*

Step 5

Go to '**Call Disposition**' tab and select the appropriate call disposition option based on the interaction with the customer.

- If the call cannot be connected to the customer, select the appropriate reason for failure.

Step 6

Fill in the customer response and your remarks in the provided fields.

Step 7

Click on '**Submit**' to complete the call.

***Note**: Maximum attempts by SMRE is 5 calls per lead.*

Script

SMRE Calling For Service Reminder

INTRODUCTION

Good morning/afternoon/evening, Sir/Madam. My name is [Your Name], calling from [Dealer Name]. Am I speaking to Mr./Mrs./Ms. [Customer Name]? Is it a convenient time to talk to you?

- **If the customer is busy:**
  I understand, Sir/Madam. When would be a convenient time for us to call you back? (Note the follow-up time and close the call politely.)

- **If the customer is ready to talk:**
  Thank you for your time, Sir/Madam. As per our records, your Maruti Suzuki [Model Name] with registration number [Registration Number] was last serviced on [Date] at a mileage of [Km]. Your vehicle is now due for its next [Type of Service] service on [Due Date].

- **If the customer says his vehicle has already been serviced:**
  Thank you for informing us, Sir/Madam. Could you please share the service details and the reason for not visiting our workshop? We value your feedback. (Record the details.)

PITCH

Service Options: [IF THE CUSTOMER IS INTERESTED]

Thank you for the information, Sir/Madam. For your convenience, we offer the following service options:

1. A visit to our workshop.
2. Vehicle pick-up and drop service.
3. Doorstep service through our Service on Wheels (SOW) program.

Which option would you prefer?

Part A: Workshop Visit

- **If customer prefers a workshop visit:** Can you please let us know your preferred time to drop off the vehicle for service?

- **If the desired time slot is available:** Thank you, Sir/Madam. Your vehicle is booked for [Type of Service] on [Date] at [Time Slot]. We'll confirm this appointment one day before the service date. Would you prefer a reminder through a phone call or SMS?

- **If the desired time slot is not available:**
  Sir/Madam, I apologise for the inconvenience, but the selected time slot is currently unavailable. The next available slots are on [Alternative Dates] between [Alternative Time Slots]. Would any of these work for you?

PITCH

Part B: Pick-up and Drop Service

- **If customer prefers pick-up and drop:** Thank you for choosing our pick-up and drop service. Is the vehicle to be picked up from your saved home address?
- **If YES:**
  The address is [Saved Address]. Could you please confirm if this is correct?
- **If NO:**
  May I know the pick-up address? (Record the new address.)

(Record the details)

Part C: Service on Wheels (SOW)

- **If customer prefers SOW:** Thank you for opting for our Service on Wheels. Is the vehicle to be picked up from your saved home address?
- **If YES:**
  The address is [Saved Address]. Could you please confirm if this is correct?
- **If NO:**
  May I know the pick-up address? (Record the new address.)

Our team will confirm the appointment one day before the service date and provide any additional information.

CLOSING

Thank you for your time, Sir/Madam. If you have any questions, please feel free to call us at [Customer Care Number]. Have a great day!

Thanks & Regards
XYZ

2.2: Follow Up on Digital Leads

Who will do: Digital SMRE
When to to: Every day
Where to do: DExC

This section explains how to maximise conversion by contacting all digital leads within 1 day of receiving them. This quick follow-up ensures that potential customers remain engaged and interested. The process involves:

- **Immediate Response:**
  Contacting leads as soon as they are received, whether through phone, email, or messaging, to acknowledge their inquiry.

- **Personalised Engagement:**
  Understanding the customer's needs and offering relevant services or solutions based on their inquiry.

- **Encouraging Action:**
  Guiding the customer toward booking an appointment or making a purchase to convert their interest into a completed action.

2.2.1: Various Sources of Digital Service Leads

Follow-up Process:

Step 1
Log in to the SMRE ID to which Digital Leads are assigned.

Step 2
Go to '**My Digital Leads**'. All digital leads will be available on this page.

Note: *First attempt on a digital lead must be done within 24 hours of receiving the lead.*

The basic calling process for all digital leads is similar to the service reminder calling as explained above. However, the key highlights for each digital lead type are as follows:

2.2.2: SMR Bot Leads

For SMR bot leads, the SMRE will have the option to listen to the recordings of voicebot calls made to the customer. The SMRE can review these recordings to understand the exact conversation that took place with the bot.

Step 1
Navigate to '**SMRE Bot**' tab on the '**My Digital Leads**' page. The list of customers who have shown interest for service to chatbot or voicebot will be displayed here.

Step 2
Click on a customer lead to open the customer page.

Step 3
Go to the '**Interaction History**' section to see past interactions with the customer.

Step 4
Click on '**View Details**' to access specific call information, including the bot call recording.

Step 5
Click on the '**Play**' button to listen to the voicebot call recording.

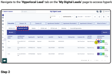
Step 6
Call the customers and update disposition.

- *Refer to* ***SAS 2.1 (Service Reminder)*** *section and use either of the methods described.*

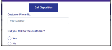
2.2.3: Hyperlocal Leads

For Hyperlocal leads, the confirmed registration number for a lead may not be available sometimes. Hence, the SMRE may need to verify vehicle registration number from customers during the first call for leads.

Step 1
Navigate to the '**Hyperlocal Lead**' tab on the '**My Digital Leads**' page to access hyperlocal leads.



Step 2
Click on the '**Call**' button against a lead. The available customer contact number will be displayed.

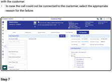


Step 3
Call the customer to verify their vehicle's registration number.

Step 4
Vehicles mapped to the customer contact number will be displayed. Select the vehicle confirmed by the customer.
- If the registration number informed by the customer is not in the list, enter the registration number in the field provided.

Step 5
Click '**Verify**' to confirm the vehicle registration number and open the customer page.

Step 6
Go to '**Call Disposition**' tab and select the appropriate call disposition option based on the interaction with the customer.
- In case the call could not be connected to the customer, select the appropriate reason for the failure.



Step 7
Fill in the customer response and your remarks in the provided fields.

Step 8

Click on '**Submit**' to complete the call.

Note: *The process of registration number verification is a one-time activity for a lead The customer page can directly be opened for any subsequent follow-ups.*

2.2.4: Website Drop-off Leads

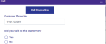
For website drop-off leads, the confirmed registration number for a lead may not be available sometimes. Hence, the SMRE may need to verify the vehicle registration number from the customer during the first call to the customer for some leads.

Step 1

Navigate to the '**Website**' tab on '**My Digital Leads**' page to access website drop-off leads.

Step 2

Click on the '**Call**' button against a lead. The available customer contact number will be displayed.



Step 3
Call the customer to verify their vehicle's registration number.

Step 4
Vehicles mapped to the customer contact number will be displayed. Select the vehicle confirmed by the customer.

- If the registration number informed by the customer is not on the list, enter the registration number in the field provided.

Step 5
Click '**Verify**' to confirm the vehicle registration number and open the customer page.

Step 6
Go to the '**Call Disposition**' tab and select the appropriate call disposition option based on the interaction with the customer.

- In case the call could not be connected to the customer, select the appropriate reason for failure.

Step 7
Fill in the customer response and your remarks in the provided fields.

Step 8
Click on '**Submit**' to complete the call.

***Note**: The process of registration number verification is a one-time activity for a lead. The customer page can directly be opened for any subsequent follow-ups.*

2.2.5: Marketing Leads

Marketing leads are generated from active marketing campaigns. Follow the steps below for proper handling:

Step 1
Go to the '**Marketing Lead**' tab on '**My Digital Leads**' Page.

Step 2
Select the campaign name as per requirement from the filter options available at the top of the page.

Step 3
After selecting the campaign, a list of customers related to that campaign will be displayed.

Step 4
Call the customers and update disposition.

- *Refer to **SAS 2.1 (Service Reminder)** section and use either of the methods described.*

2.3: Communication with Lost Customer

Who will do: CCM/SMRE
Where to do: DExC

This section provides the WhatsApp/SMS templates to reach out to lost customers, i.e., those whose service due dates have passed, yet they have not visited an authorised service center for their scheduled service.

Communication Channels:

- WhatsApp
- SMS

These channels should be used to reach out to lost customers and encourage them to schedule their service appointments.

WhatsApp Template

Message Template:

Hi [Customer Name],

This is a reminder from [Dealer Name] regarding the periodic maintenance service for your Maruti Suzuki vehicle (Reg. No.: [Insert Vehicle Number]), which was due on [Insert Date].

🚗 Regular maintenance ensures your vehicle's safety and performance.

We make servicing convenient with:
Express Service: Quick periodic service in just 90 minutes.
Free Pick-Up & Drop: Hassle-free vehicle collection and return.
Service on Wheels: Doorstep service at your preferred location.

✅ To book your service, please contact us at [Insert Mobile Number] or reply to this message.

Thank you for choosing [Dealer Name]!

We look forward to serving you

SMS Template

Dear [Customer Name],

Your Maruti Suzuki vehicle (Reg. No.: [Insert Vehicle Number]) is due for a periodic maintenance, which was scheduled on [Insert Date].

For your convenience, we offer:

Express Service (90 min)

Free Pick-Up & Drop

Doorstep Service (SOW)

✅ Book your service now by calling [Insert Mobile Number] or replying to this message.

Thank you for choosing [Dealer Name]

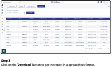
2.4.1: SMR Bot Status Report

The SMR Bot Status Report can be used to track the status of all the leads generated through the chatbot and voicebot.

Steps to generate the report:

Step 1
Navigate to **Reports > SMR Bot Status Report** in DExC.

Step 2.
Choose the date range for lead receipt and click on '**Generate**' to get the report.



Step 3
Click on the '**Download**' button to get the report in a spreadsheet format.

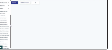
2.4.2: SMR Due Date Wise Report

Who will do: SMRE
Where to do: DExC

The SMR Due Date Wise Report can be used to track the status of all the customers due for service during a selected period.

Steps to generate the report:

Step 1
Navigate to the '**Reports**' section in DExC.



Step 2
Choose the report type: **Workshop > Service Due Date > Vehicle Channel**, and click on '**Generate**'.

Step 3
Click on the '**Download**' button to get the report in a spreadsheet format.

2.4.3: Due Vs Done Report

This report tracks the due versus completed services, providing a clear overview of the service performance of the dealership.

Steps to generate the report:

Step 1
In DExC login, go to **Reports > Due vs Done**.

Step 2
Choose '**Workshop**', '**Service Type**', and '**Vehicle Channel**', and click on '**Generate**'.

Step 3
Click on the '**Download**' button to get the report in a spreadsheet format.

2.4.4: Last Attempt Report

This report can be used to track SMRE productivity for a given date range, helping assess the effectiveness of follow-up attempts and service outreach.

Steps to generate the report:

Step 1
In DExC login, go to **Reports** > **Last Attempt**.

Step 2
Select the report type as per requirement.

Step 3
Choose '**Workshop**', '**Service Type**', and '**Vehicle Channel**', and click on '**Generate**'.

Step 4
Click on the '**Download**' button to get the report in a spreadsheet format.

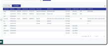
2.4.5: Hyperlocal Status Report

This report can be used to track the status of hyperlocal leads to ensure timely follow-up and closure.

Steps to generate the report:

Step 1
In DExC login, go to **Reports > Hyperlocal Status**.

Step 2
Select the '**Workshop Name**', enter the '**Lead Received Date** range and click '**Generate**'.



Step 3
Click on the '**Download**' button to get the report in a spreadsheet format.

2.4.6: SMRE Performance Dashboard

This dashboard provides an overview of SMRE performance for the current month, helping evaluate productivity and target achievement.

Steps to access the dashboard:

Step 1
In DExC login, go to **Dashboard > SMRE Performance**.

Step 2
The SMRE wise month-till-date (MTD) performance for various performance matrices will be populated.

2.4.7: Monthly SMRE Performance Report

This report can be used to track SMRE performance for the current month.

Steps to generate the report:

Step 1
In DExC Login, go to '**Reports > Monthly SMRE Performance Report**'.

Step 2
Select the '**Workshop Name**', enter the Lead Received Date Range and click '**Generate**'.

Step 3
Click on the '**Download**' button to get the report as a spreadsheet.

2.4.8: Dialer Dashboard

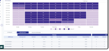
This dashboard provides detailed insights into dialer utilisation and call/ WhatsApp/SMS activity for the workshop and individual SMREs.

Steps to access the dashboard:

Step 1
Navigate to '**Dialer Dashboard**' in DExC.

Step 2
Select the '**Workshop**', choose the '**Vehicle Channel**' and '**Service Type**'.

Step 3
Enter the desired '**Date Range**' and click '**Generate**'.



Enablers

1. Subscription to Chatbot & Voicebot

| **Who will do:** *Service Head*

New workshops need to be subscribed to SMR bot to be able to receive chatbot & voicebot leads.

Steps for onboarding to SMR Bot:

Step 1
Log in to the ***URL:*** *https://smr-onboarding.nezo.ai/ using the registered email ID of the Service Head or the CEO.*

Step 2
*After logging in, enter the Parent Code and select the '**Region**' to view all workshops linked to the dealership.*

Step 3
*Choose the workshops to be activated for Service Marketing Reminder (SMR) and click '**Submit**'.*

Step 3
Regional Office approval is required for onboarding. Upon approval, the credentials for accessing the portal will be shared with the dealer.

2. Subscription to DExC

| **Who will do:** *Service Head*

This process is used for enrolling new workshops onto the Dealer Experience Center Platform.

A. Subscription using subscription link

Step 1
Go to the ***URL:*** *https://dealercrm.co.in/subscription/ and login using the email ID of the Service Head.*

Step 2

*Enter the '**Dealer Parent Code**' and select the '**Region**'. The workshop list will be populated automatically.*

Step 3

*Select the workshops you wish to subscribe to and click on '**Next**'.*

Step 4

Complete the KYC and financial details:

- *Provide all the required KYC and financial details, then click '**Next**'.*
- *Review the details and click on '**Submit**' to finalise the subscription process.*

The workshop will be subscribed to DExC after approval by the RSM.

B. Subscription via Admin ID of an already onboarded workshop

Step 1

Log in to Admin ID of any already subscribed workshop.

Step 2

*Click on the '**Settings**' icon and select '**New Workshop Subscription**'.*

Step 3

*Choose the new workshops to be added and click on the '**Next**' icon.*

Step 4

*Pick the desired subscription plan and click '**Next**'.*

Step 5

Complete the KYC and financial details:

- *Fill in the required KYC and financial details.*
- *Accept the Terms and Conditions by selecting the checkbox.*
- *Click on '**Submit**' to complete the subscription process.*

The workshop will be subscribed to DExC after approval by the RSM.

3. Workshop Mapping to Main Outlet - DExC

Who will do: *Workshop Manager*
Where to do: *DExC*

Multiple workshops can be mapped to a main workshop for accessing the data at group/cluster level. This can be useful for centralised calling for a dealer, and for creating amaster CCM/Admin ID who has access to multiple workshops.

Step 1

Log in to the DExC Admin ID of the workshop to which other workshops are to be mapped.

Step 2

*Click on the '**Settings**' icon and select '**Request Workshop Mapping**'.*

Step 3

*Choose the workshops you want to map to the main outlet and click on the '**Submit**' button.*

Step 4

*Enter remarks and confirm by clicking '**Yes**'.*

The mapping request is sent to the RSM ID for approval. Once the RSM approves, the selected workshops are successfully mapped to the main outlet.

4. SMRE User ID Creation in DExC

Who will do: *Workshop Manager*
Where to do: *DExC*

Multiple workshops can be mapped to a main workshop for accessing the data at Group/Cluster level. This can be useful for centralised calling for a dealer, and for creating a master CCM/Admin ID who has access to multiple workshops.

Step 1

Log in to the DExC Admin ID of the workshop to which other workshops are to be mapped.

Step 2

*Click on the '**Settings**' icon and select '**Request Workshop Mapping**'.*

Step 3

*Enter the required details for the SMRE, select '**Applicable Roles**' (Paid, Free, Digital Leads, Marketing leads, Hyperlocal, etc.) and click on '**Save**'.*

Step 4

User ID activation:

- *Go to **User Management > Team Management**.*
- *Locate the newly created user ID and click on '[l]' button.*
- *Confirm activation by clicking "**Yes**".*

5. SMR Data Allocation to SMRE

***Who will do:** SMRE*
***Where do:** DExC*

The SMRE should allocate the service due data to SMREs monthly to streamline follow-ups & service reminders to customers.

Step 1

*Log in to DExC ID of CCM ID & go to **Data Management > Assign Workshop Data.***

Step 2

*Generate the service due data by selecting '**Workshop**', '**Logic**' and date range.*

Step 3

*Select the due data to be assigned to the SMREs & click on '**Next**'.*

Step 4

A list of customers which is pending for allocation is generated. Use the filters available to refine the data as per requirement.

Step 5

*Select "**SMRE**" for assigning data and click on "**Submit**".*

6. Reassigning Data Among SMREs

Who will do: *CCM*
Where to do: *DExC*

Reassigning data ensures smooth operations by allowing CCMs to redistribute SMR data among SMREs for workload balance, team changes, or follow-ups, ensuring timely lead management and better customer satisfaction.

Step 1

Log in to DExC ID of CCM & navigate to ***Data Management > Reassign SMRE Data.***

Step 2

*In '**Generate Data**', select '**Workshop**', then select an '**SMRE Name**'.*

Step 3

*The summary of the data assigned to the selected SMRE will be displayed. Select the service type for reassignment and click '**Next**'.*

Step 4

*Select the data to be reassigned and click '**Assign**' (use filters to refine the data as per the requirement).*

Step 5

*Choose the target SMRE for reassigning the filtered data & click '**Submit**' to finalise the reassignment.*

7. Workshop Google My Business (GMB) Page Creation

Who will do: *Service Head*

The purpose of creating a GMB page for a workshop is to enhance visibility for nearby customers & generate hyperlocal leads.

- *Dealer needs to fill out the GMB format with accurate workshop details, including name, address, contact number, services offered, and working hours.*
- *Share the completed GMB format with the Regional Office (RO) or the Zonal Marketing Team.*
- *The Regional Office (RO) will share the required format with the concerned team and ensure the GMB page is created.*

Annexure

Where to do: WhatsApp

2.A: Service Reminder Using Chatbot

Automated WhatsApp messages are sent to customers for service reminders as per the following timeline.

Timelines:
- ***Free Service 1:*** *15 days prior to the service due date.*
- ***Free Service 2, 3, 4, and PMS:*** *30 days prior to the service due date.*

How our chatbot connects with customers:

Customer response scenarios :

- ***Customer completes date and time for the visit***
  A booking number is generated, and the appointment details are updated in both the DMS and DExC.
- ***Customer interested but has not confirmed the appointment:***
  The customer's interest is captured and a digital lead is generated in DExC.
- ***No response from the customer:***
  Customer details will be forwarded to the voicebot for a service reminder attempt.

Note: *A modified chatbot script is used for customers with pull factors like Extended Warranty and Loyalty Points.*

2.B: Service Reminder using Voicebot

Where to do: Voicebot

An automated voicebot call is done for the remaining customers after chatbot attempt for service reminders as per the following timeline.

Timelines:
- ***Free Service 1:*** *12 days to 6 days prior to the service due date.*
- ***Free Service 2, 3, 4, and PMS:*** *23 days to 29 days prior to the service due date.*

Customer response scenarios:

- ***Customer interested:***
  Customer's interest is captured and a digital lead is generated in DExC.
- ***Customer not interested:***
  Remaining service due data is sent to DExC for calling by SMRS for service reminder.

Note: *A modified chatbot script will be used for customers having pull factors like active Extended Warranty or loyalty points.*

2.C: Hyperlocal Leads

Hyperlocal Leads are customer inquiries generated from a specific local area. In vehicle service, they come from customers searching for nearby service centres.

- *When customers search online for servicing of their vehicles, they are guided to the GMB page for location and service details.*
- *Customer inquiries are captured and filtered by the LQS Executive/Bot to ensure only genuine leads are considered.*
- *Verified leads for service are shared with the dealers through the DEaC platform for follow-up and service booking.*

2.D: Website Drop-Off Leads

Website Drop-Off Leads are customers who visit a website and attempt to book a service appointment but leave without completing the booking.

Steps for Website Appointment Booking and Drop-Off Lead Generation:

Step 1
Customer enters his/her details.

- *Name and mobile number*
- *Mobile number verification using OTP*

Step 2
Once the mobile number is verified, it's searched in records to see what vehicles are registered to it.

- ***If vehicle is found:*** *The customer selects the vehicle from the list associated with the mobile number.*
- ***If vehicle is not found:*** *The customer manually enters the vehicle registration number.*

Step 3
After vehicle selection, customer proceeds to select the state, city, workshop, and date for the service appointment.

- *An appointment booking number is generated if the process is completed.*

Step 4
If a customer drops off before completing an appointment at any step on the website, a website drop-off lead is generated and sent to the dealers in DEaC for follow-up.