

SAPL - Automation Planning
Sales Department Planning

Customers (DMS + Digital Leads)		
Type	Day of Action	Communication (SMS/Email/WhatsApp)
Enquiry (New Enquiry)	nth Day	Welcome Message
	n+1 Day	Finance Facility
		Exchange Facility Message
		Model Benefits
	n+10 Day	We are missing you
Lost Enquiry	nth Day	Courtesy Message
	5th of Every Month	New offers
	Occassional Message	On Every Holiday/Occasion
Bookings	nth Day	Thank you Message for Booking
		Waiting Period, if any
		Post Booking Feedback Request Message
	n+1 Day	Accessories Message
		VAS Message
	n+15/30/60/90 Day	Touch Point SMS to waiting customers
	Allotment	Vehicle Allotment
Pre & Post Delivery	n-1 Day	Delivery Invitation
	nth Day	Happy Motoring Message
		Post Delivery Feedback Request Message
	n+1 Day	Service Contact Number Sharing
	n+7 Day	Registration Plate Number Fitment
	n+15 Day	Document Receipt Confirmation
	n+20 Day	Link for digital Post Sales Follow up