# AustoSalesReport

ADSR Technologies was founded by [Hendrik Dreyer](https://www.linkedin.com/in/hendrik-dreyer-84532322/) and [Jon Heap](https://www.linkedin.com/in/jon-heap-a61500a6/). The company’s existence was brought about by the creation of its main product, AustoSalesReports (ASR).

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The idea behind ASR was to create an amalgamated CRM/Sales Reporting system with advanced business intelligence capabilities. ASR focusses solemnly on the Australian automotive industry. ASR has the capability to establish, manage, monitor and measure sales lines across the entire dealership (new, used, fleet, wholesale, finance, insurance and aftermarket). ASR enables managers to closely monitor the performance of their sales teams. Sales consultants can easily build and maintain their individual sales pipelines and comfortably track potential customers through various “Road-to-a-sale” built-in steps in ASR. ASR enables dealer principles to have a birds’ eye view of the entire dealership.

ASR also enables each dealership to set individual KPIs for each department, sales manager and sales consultant. This way, at any given time, ASR can report and visually portray the current position of the dealerships’ sales targets and how it is tracking. Ultimately, ASR would support the average dealership in its day-to-day running and management.

Figure - ASR Concept

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ASR was designed and developed in the Caspio integrated development environment, which is fully functional in the cloud and runs on AWS. Therefore, ASR scales seamlessly and is deployable at any site that houses an internet connection.

Figure - ASR Database Design (MS-SQL-Server)

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The functionality behind ASR caters for easy deployment and setup. No installations had to be performed in order to get ASR operational. Once a client has signed up for ASR, a dealership account was created the dealership would be immediately able to go live.

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ASR facilitate multiple views into the operations of a dealership. Different user levels present different views of operational dealership data. This enable different users to concentrate on only the data that is relevant to their jobs. ASR showcased a pinpoint directed CRM system and capturing customer data is intuitive and easy.

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Various ASR built-in schedulers assists key personnel in the dealership to coordinate and facilitate, such activities as lead follow ups, sales appointments, vehicle deliveries and after sales follow-ups.

Figure - ASR Follow-up Scheduler

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A dealership’s marketing department can gain powerful insights into customers by viewing customer numbers across various sources and departments. This enables dealerships to more effectively plan on which marketing sources they should spend their marketing dollars.

Figure - ASR Customer Source Breakdown

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ASR also facilitated healthy competition amongst sales consultants by giving access to company wide leader boards. Leader boards reported on sales numbers across all departments.

Figure - ASR Leader board

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Interactive menus in ASR makes it easy to navigate your way around the desktop

Figure - Interactive Menus

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Geo-mapping reports on where the dealership’s customer base is originating from. This information assists the marketing department to decide in which regions they should spend their marketing dollars.

Figure - Customer geo-location

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Vehicle enquiries by customers are very important to dealerships. ASR assists dealerships in tracking vehicle enquiries, which they in turn must report back to the manufacturers. Manufacturers rely heavily on these enquiry numbers to effectively manage their production lines.

Figure - ASR Vehicle Enquiries

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Sales consultants can easily view monthly sales details by ways of ASR sales logs. All sales logs are updated in real-time and thus kept everyone in the dealerships up to date regarding sales changed in real-time.

Figure - ASR Sales Logs

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Sales pipelines assists sales consultant on focussing their efforts on the right customers to ensure maximum probability of closing a sale.

Figure - Customers Sales Pipeline

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All data that flows through ASR and are in rest in the ASR database are encrypted. ASR’s unique architecture allows it to scale seamlessly and effectively. User administration is hassle-free and user account can be activated and de-activated with ease.

ASR also supports email notifications. In the event of a change on a critical field in a sales record, sales consultants can automatically notify their managers (and vice-a-versa). This information flow facilitates awareness on information changes, which leads to greater customer service and sales efficiency.