DealerFlow Cloud™ — Product Requirements Document (PRD)

Company: AxleWave Technologies | Date: 2025-08-10

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# 1. Overview

DealerFlow Cloud™ is a cloud-native platform for automotive retailers (dealers and OEM networks). It unifies sales, F&I, service, parts, CRM, and accounting into one modern, API-first system with embedded analytics and AI copilots.

# 2. Objectives & Success Metrics

* Reduce average deal time by 25% within 6 months of deployment.
* Improve first-time-fix rate in service by 10% within 2 quarters.
* Cut month-end close time from 5 days to 2 days for accounting.
* Reach NPS ≥ 55 and CSAT ≥ 4.6/5 for primary personas.

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| Metric | Baseline | Target | Measurement Method |
| Deal cycle time | 80 mins | ≤ 60 mins | Process analytics |
| First-time-fix | 72% | ≥ 79% | Service KPIs dashboard |
| Close time | 5 days | ≤ 2 days | Finance module telemetry |
| NPS | n/a | ≥ 55 | Quarterly survey |