

New feature for carsales Configurable Automation gives you more control over your leads

Members of VACC's LMCT divisions are provided with an update on outcomes emanating from recent VADA/carsales.com.au Dealer Advisory Board (DAB) meetings.

The most recent outcomes have arrived as a result of dealer feedback requesting an improvement to the way the carsales.com.au platform manages lead volumes.

The issue

An issue was raised at the DAB with regards to controlling the volume of leads per item published. To assist dealers in regulating how many leads were coming through per inventory item, carsales.com.au were requested to provide a solution that would assist in controlling the volume of leads dealers receive per inventory item.

The remedy from carsales

While the current Configurable Automation tool allows dealers to set rules to send an escalation email when leads are unactioned, the dealer feedback at the DAB meetings highlighted that dealers required an automated process to better manage high lead volumes.

As a result, carsales.com.au have implemented a more efficient, automated way to notify dealers when a lead count has been exceeded for inventory items. The Configurable Automation tool in AutoGate Pro has been enhanced to now trigger an escalation email when a specified inventory lead count is exceeded.

This new alert will help managers take better control of their high performing inventory and is available across all AutoGate Pro accounts.

The benefit of the new Configuration Automation

If you view [Configurable Automation](#), you will see instructions for how your dealership can now configure a rule that when an inventory item receives more than 5 enquiries, it will escalate an email notification to the designated manager (i.e., the escalation email will be sent in the instance the lead count is exceeded). To assist in your dealership controlling lead volume, it is important you act immediately on this escalation email.

Other

The DAB is working well together and looks to provide solutions to other dealer facing queries with regards to functionality and opportunity that the carsales.com.au does generate.

It is important that VACC acknowledges the work VADA Chair, Sid Cetindag and DAB delegates Adam Sawicki, Rod Ayoubi, Sue Alford, Emma De Rooter, Srecko Lorbek, John Buskes, Paul Hopper, Rob Parisi and David Strapp who assisted on this issue. We are fortunate to have the pragmatic approach of the carsales.com.au Executive Team headed up by Michael Holmes and Matt Heggie in providing the remedy to many issues facing dealers.

Please refer to your carsales.com.au representative for further details.

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