




# Powering the Future of

"Automotive Retail. Reimagined."

 [sales@motorx.co.za](mailto:sales@motorx.co.za)  082 660 3044  [motorx.co.za](http://motorx.co.za)

# Fragmented Automotive Retail

## ⚠ The Old Way

Most dealerships run on **disconnected systems** that waste time, lose leads, and limit growth.



→ There's a better way.

## ✘ Key Pain Points

- Fragmented Tools**  
Systems that don't talk to each other
- Lost Leads**  
Leads fall through cracks between systems
- Manual Updates**  
Inventory updated manually across platforms
- Scattered Conversations**  
Customer chats across personal phones
- No Single Source of Truth**  
Data scattered everywhere
- Wasted Time**  
Duplicate data entry drains productivity

The Solution

# Introducing MotorX

One Platform. Complete Control.

**MotorX unifies every critical dealership function** into a single secure cloud-based system. No fragmented tools. No disconnected workflows. Just one intelligent platform built specifically for automotive retail.



## Inventory Management

Centralized stock control with real-time updates



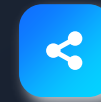
## Dealer Websites

360° dealer websites with live inventory



## CRM & Sales Intelligence

Purpose-built automotive CRM for conversion



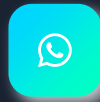
## Marketplace Distribution

Multi-platform syndication engine



## AI Automation

Intelligent lead engagement & optimization



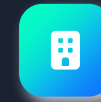
## WhatsApp Integration

Built for South African buyer behavior



## Reporting & Analytics

Data-driven performance insights



## Enterprise Control

Multi-rooftop governance & scalability



**No fragmented systems. No duplicated data. No disconnected workflows. One ecosystem.**

Core Feature

# Intelligent Inventory Control

Centralised. Real-Time. Automated.

## Key Capabilities

### Centralised Stock

Single source of truth

### MM Code Decoding

Auto spec detection

### Auto Syndication

Push to all marketplaces

### Price Drop Rules

Smart repricing triggers

### Document Control

Central doc storage

### Custom Checklists

Standardise inspections

### Finance Config

Per-vehicle rules

### Multi-Branch

Cross-location control

## Inventory Dashboard

247

Active Listings

12

Platforms

98%

Sync Accuracy



### 2023 BMW X5 xDrive

R 1,250,000 · 12,450 km

Live



### 2022 Mercedes C-Class

R 895,000 · 28,300 km

Live



### 2024 Audi Q5 Sportback

R 1,450,000 · 5,200 km

Pending



Real-time sync active

Last updated: Just now

“

Accurate listings, no double-selling, faster time-to-market.

Core Feature

# Automotive CRM

Sales Intelligence Engine – Capture. Prioritise. Convert.

## CRM Capabilities

### Central Lead Inbox

One inbox for all leads: email + WhatsApp unified

### Email Integration

Send emails + keep full conversation history

### Pipeline Tracking

Customise to match your dealership workflow

### Round-Robin

Intelligent lead assignment with escalation

### Follow-up Scheduling

Automated follow-up sequences

### WhatsApp Integration

Instant notifications + respond directly in platform

### Task Automation

Never miss a follow-up with automated reminders

### Kanban Drag & Drop

Visually move leads through sales stages

### Consultant Assign

Quick lead allocation to sales team

### Performance Dashboards

Track team response times & conversion

## Lead Pipeline

### New Leads

24

### Contacted

18

### Test Drive

12

### Negotiation

8

### Closed Won

6



Every lead tracked, managed, and accountable.

AI-Powered

# 24/7 Intelligent Lead Engagement

AI-Powered Response. Instant. Always On.

## AI Capabilities

### ⚡ Auto Responses

Intelligent automated replies

### 🧠 Context-Aware

Smart messaging based on query

### ★ Lead Scoring

Priority-based lead ranking

### 📧 Smart Routing

Intelligent lead distribution

### 🔄 Follow-up Seq

Automated sequences

### ⚠️ Escalation

Auto-escalate overdue leads

### 🔔 Opt. Alerts

Response time alerts

### 📅 Calendar Sync

Google Calendar integration



**Faster**

Engagement



**Improved**

Conversion



**Higher**

Productivity

## ⚙️ How It Works

1

### Lead Comes In

From website, email, or WhatsApp inquiry



2

### AI Acknowledges Instantly

Sub-15 second response, 24/7 availability



3

### Lead Scored & Prioritised

AI ranks by intent, vehicle interest, urgency



4

### Round-Robin Assignment

Smart routing to right consultant



5

### Escalation If No Response


Auto-escalate to manager if SLA missed

Built for South Africa

# WhatsApp Communication & Marketing

Built for South African Buyer Behaviour

## Core Capabilities

 **Central WhatsApp Inbox**  
All conversations in one place, no more scattered chats

 **Automated Follow-up Sequences**  
Never miss a lead with scheduled follow-ups

 **Template & Dynamic Messaging**  
Consistent, branded responses at scale

 **Lead Tagging & Segmentation**  
Organise your audience for targeted campaigns


 **Broadcast Campaigns**  
Send promotions to targeted segments

 **Click Tracking & Reporting**  
Measure engagement and campaign results

 **CRM-Linked Tracking**  
Full conversation history visible in CRM

 **AI Response Suggestions**  
Faster replies with AI-powered recommendations

## Why WhatsApp Matters

 **95% Open Rates**  
Compared to 20% for email

 **Preferred Channel**  
#1 communication channel in South Africa

 **Instant & Trusted**  
Familiar platform customers use daily

 **Unified, trackable conversations with high open rates and AI-prioritised leads.**

Multi-Platform

# Centralised Distribution Engine

Real-Time Multi-Platform Syndication

## Core Capabilities

### Auto Multi-Platform

One click to post across all channels instantly

### Real-Time Sync

Updates propagate everywhere instantly

### Double-Sell Prevention

Auto-remove sold units from all platforms

### Feed Compliance

Meets all marketplace requirements

### Image Optimisation

AI-enhanced vehicle presentation


### AI Presentation

Smarter, more engaging listings

### Time-to-Market Acceleration

Your vehicles go live same day, not next week


## Connected Platforms

 **AutoTrader**  
#1 SA marketplace

 **Cars.co.za**  
Major platform

 **Gumtree**  
Classifieds

 **OLX**  
Popular listings

 **Dealer Website**  
Your branded site

 **Facebook**  
Social marketplace

 **Instagram**  
Visual marketing

 **+ More**  
Custom feeds

**12+**  
Platforms

**<5min**  
To Go Live

**100%**  
Sync Accuracy

“ Your stock goes live everywhere —instantly and accurately.”


# Complete Operational Control


Internal Efficiency. External Performance.

**MotorX streamlines your entire dealership workflow** into one powerful, connected ecosystem — reducing admin time, eliminating manual errors, and accelerating deal flow.

## Dealer Operations

 **Rapid Uploads & Bulk Imports**  
Add stock in minutes, not hours

 **Smart Pricing Controls**  
Rules-based pricing per vehicle

 **Secure Document Storage**  
All files centralized and protected

 **Audit Logs & User Tracking**  
Complete visibility into all actions

## Customer Experience

 **Digital Compliance Tracking**  
Stay compliant with automated tracking

 **Trade-In Capture**  
Digital trade-in valuation process

 **Integrated Communication**  
All customer touchpoints in one place

 **Multi-Branch Governance**  
Central control, local execution

“ Operational precision drives profitability. ”

Strategic Intelligence

# AI Intelligence Suite

The MotorXAI Layer – Beyond Automation. Strategic Intelligence.



Data becomes advantage.



## AI Lead Scoring

Automatically prioritise hot leads based on behavior, engagement, and purchase intent. Focus your team's energy on the opportunities most likely to convert.

Intent Detection

Priority Ranking

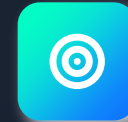


## AI Content Generation

Create compelling emails, ad copy, and WhatsApp messages in seconds. AI learns your brand voice and generates consistent, engaging content at scale.

Email Copy

Ad Creative



## Campaign Optimisation

Data-driven campaign adjustments based on performance metrics. AI continuously learns and optimises for better engagement and conversion rates.

A/B Testing

Auto-Optimise



## Behaviour-Driven Triggers

Automatically respond to customer actions with personalised messaging



## Anomaly Detection

Spot performance issues instantly before they impact your business

“ Not just automation. True intelligence.

Enterprise-Grade

# Multi-Rooftop & Enterprise Architecture

Engineered to Scale – From Single Dealership to National Enterprise

## Enterprise Features



### Centralised Administrative Control

One unified view of all dealership locations with complete oversight



### Branch-Level Permissions

Local autonomy within defined boundaries and access controls



### Consolidated Reporting

Real-time performance insights across all branches and locations



### Corporate Branding Controls

Ensure consistency and compliance across your entire group



Full visibility + local control. Consistency + flexibility.

## Infrastructure & Security



### Secure Cloud Infrastructure

Enterprise-grade security with SOC 2 compliance, encrypted data transmission, and automated backups.

256-bit SSL

SOC 2

GDPR Ready



### Scalable Architecture

Grows seamlessly with your business. From single lot to national franchise network without performance degradation.

Auto-Scaling

99.9% Uptime

Global CDN

1-100+

Locations

99.9%

Uptime SLA

24/7

Support

Data-Driven Decisions

# Reporting, Analytics & Governance

Complete Visibility. Total Control.

## Core Capabilities

### Performance Dashboards

Consolidated view across all locations

### Branch Permissions

Granular access controls per location

### Real-Time Metrics

Live performance data updates

### Conversion Tracking

End-to-end funnel analytics

### Audit Logs

Complete user activity tracking

### Corporate Controls

Group-level policy management

### Response Monitoring

Track team response times

### Custom Reports

Build bespoke reports on demand

## Key Metrics

Lead Response Time **<15min**

Lead Conversion Rate **24%**

Inventory Sync **99.8%**

Customer Satisfaction **4.8/5**

## Quick Stats

**156**

Leads This Week

**38**

Conversions

**R 2.4M**

Revenue

**12min**

Avg Response



Know what's working. Fix what's not. Scale with confidence.

Customer-Centric

# Experience-First Dealership Model

## From Transaction to Relationship

**MotorX connects every touchpoint** into one unified customer journey — seamless, personalised, and designed to build lasting relationships.

1

### Start Online

Browse inventory, view 360° tours, and research vehicles from any device



2

### Mobile Engagement

WhatsApp inquiries, instant responses, and automated follow-ups



3

### Showroom Visit

Seamless handoff with full context — consultant knows the journey



4

### WhatsApp Follow-ups

Service reminders, special offers, and ongoing engagement



5

### Digital Finance

Paperless finance applications and digital document signing



6

### Service Return

Connected service experience with full vehicle history



“ Not system-centric. Customer-centric.”

# The Business Case

## How MotorX Pays for Itself

Combine faster lead response, automated syndication, WhatsApp engagement and AI – the results compound into measurable business impact.

### Practical Comparison: With MotorX vs Without

Metric	With MotorX	Without
Lead Response Time	<15 min (automated + human)	Hours to days → lost sales
Listing Accuracy & Syndication	Real-time, single source	Manual → double-sells, errors
Customer Channel (WhatsApp)	Unified, trackable, AI-prioritised	Fragmented, poor follow-up
Enterprise Scaling	Central governance & control	Patchwork tools, heavy IT work



**Faster Response**  
= More conversions



**Auto Syndication**  
= Wider reach



**WhatsApp Engagement**  
= 95% open rates



**AI Intelligence**  
= Smart prioritisation

# Simple Implementation Roadmap

60 / 90 / 180 Days to Full Transformation

1

Days 0-30

## Foundation

- ✓ **Connect Inventory**  
Import existing stock and setup sync
- ✓ **Setup CRM + 360° Imaging**  
Configure workflows and imaging process
- ✓ **Enable Single-Source Feed**  
Connect to marketplace distribution
- ✓ **Train Operations Team**  
Comprehensive onboarding sessions


 Team: Operations + IT

2

Days 30-60

## CRM + WhatsApp

- ✓ **Switch Lead Routing**  
Route all leads to MotorX CRM
- ✓ **Enable WhatsApp Inbox**  
Centralise all WhatsApp conversations
- ✓ **Template Responses**  
Setup branded message templates
- ✓ **Set SLAs**  
Define response time expectations

 Team: Sales + Marketing

3

Days 60-120

## Automation & AI

- ✓ **Auto Lead Responses**  
Enable AI-powered instant replies
- ✓ **Calendar Integration**  
Sync with Google Calendar
- ✓ **AI Lead Scoring**  
Activate intelligent prioritisation
- ✓ **Performance Dashboards**  
Full visibility into all metrics

 Team: Management



**Result: Rapid improvement in lead conversion, less admin overhead, full traceability for reporting.**

The MotorX Difference

# Why MotorX

Built for South Africa. Designed for the Future.



## Automotive-Focused Architecture

Purpose-built for car dealerships, not a generic CRM retrofitted for automotive. Every feature designed with vehicle sales in mind.

MM Code Support

Vehicle-Centric



## AI-Driven Innovation

Continuous AI updates keep you ahead of the competition. From lead scoring to content generation, intelligence is built-in.

Lead Scoring

Auto-Responses



## Enterprise-Ready Scalability

From single independent lots to multi-rooftop franchise groups. Grows seamlessly with your business without performance issues.

Multi-Branch

99.9% Uptime



## Local Market Understanding

South African support team that understands the local automotive market. WhatsApp integration built for SA buyer behavior.

SA Support

Local Expertise

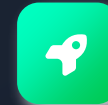


## Secure Cloud Infrastructure

Enterprise-grade security with SOC 2 compliance, encrypted data transmission, and automated backups. Your data is protected.

SOC 2

256-bit SSL



## Continuous Product Evolution

Regular updates with new features and improvements. MotorX evolves with the automotive industry, keeping you competitive.

Monthly Updates

Always Improving



MotorX is not software. It is the operating system for modern automotive retail.



# Ready to Transform Your Dealership?

Join the **Connected Dealership Ecosystem**

Contact us today for a personalised demo and see how MotorX can revolutionise your dealership operations.



**Email**

[sales@motorx.co.za](mailto:sales@motorx.co.za)



**Phone**

082 660 3044



**Website**

[motorx.co.za](http://motorx.co.za)

● Inventory Management   ● AI-Powered CRM   ● WhatsApp Integration

Powering the Future of Automotive Retail