

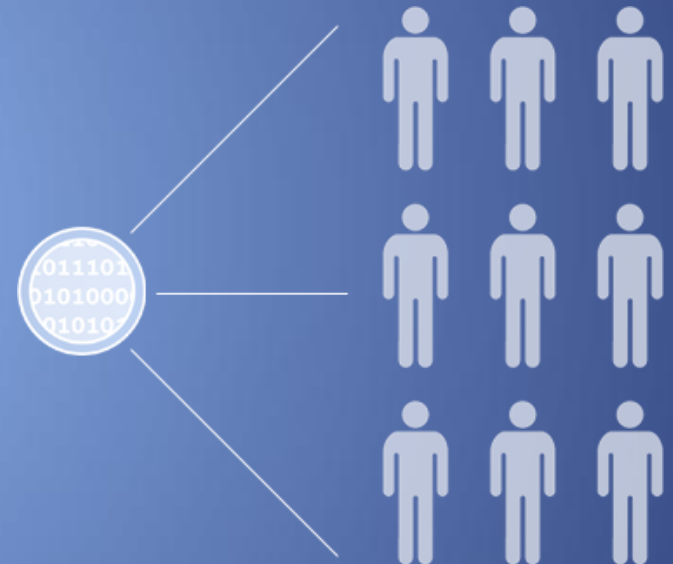


Drivers' Circle

Integrated Automotive CRM & Direct
Marketing Solution



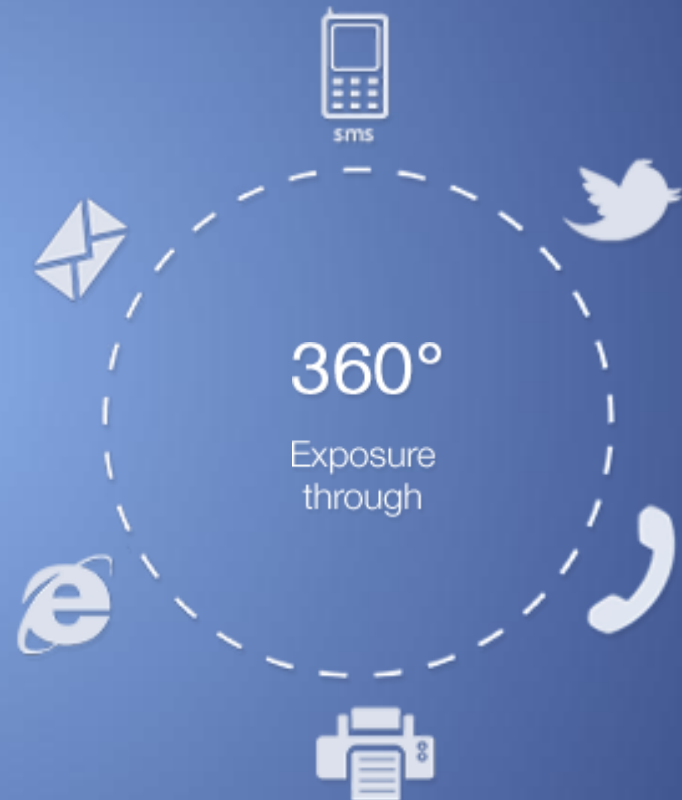
- Advanced Database Enhancement and Maintenance
- Secure Data Housing via in-house Servers
- Intelligent Customer to Vehicle Profiling and Matching
- Comprehensive Customer and Vehicle Overview
- Complete Interaction Registration
- Intuitive Sale and Service Forecasting





{ “I am convinced that outsourcing our CRM as opposed to having it in house is the best way to go”
- Vince Vermaak (BMW Dealer Principal)



- In-house Advertising and New Media Agency
- Personalised Communication
- Harmonised Branding
- Precise Targeting
- 360° Advertising Exposure
- Efficient Market Penetration
- Superior Brand Awareness
- Increased Advertising Performance



{ “We’ve done 60 or 70 Chevrolet Optra’s over the last 2 months, the campaign has gone very well”
- Bruce Cannon (GM Sales Manager)

THE FIESTA 1.6 SPORT!




The Fiesta Sport connects you further than A to B. It connects you to your world, friends and family without the slightest interruption.

With ABS and EBD, 7 airbags, Radio/CD/MP3, steering wheel audio controls, USB connector, fog lamps, sport bumpers, sport suspension, 16" alloy wheels, the Ford Fiesta Sport is the perfect package filled with all the style, features and connectivity you want.


Visit Barloworld Armstrong Alberton and take advantage of never-to-be repeated specials on the new Ford Fiesta 1.6 Sport.

For further information or to book a test drive, please contact Julie Pieterse:
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Email: julie@barb.co.za

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New Golf

Overview Model Range Specifications Pricing Gallery Contact

Barons



World Car of the Year


The South African Guild of Motoring Journalists announced the VW Golf 1.4 TSI as South Africa's 2010 Car of the Year at a gala banquet at Gallagher Convention Centre, Midrand, on Thursday.

[Read more...](#)

Gallery

The traditional Golf design language is unique, with an authentic design, quality construction.

[View](#)



Barloworld Motor Retail


Site by Bottomline Interactive

“We were sold out by Saturday morning - 25 Yaris Toyota Zens gone! Going to be difficult to match this current magic”
- Elize Cloete (Toyota Sales Manager)





- Successful Customer Acquisition and Referral
- Improved Customer Retention
- Seamless Sale & Service Follow Up (CSI)
- Strategic Interaction Forecasting
- Personalised and Branded Correspondence



“The relationship we have enjoyed with Drivers’Circle has been invaluable to us as a Motor Group. Not only do we have a better idea of our customer interaction on the sales front, but in our after sales departments as well.”

- Chris Prinsloo (Barloworld Automotive Executive)



The Case Management System

Business intelligence inspired by superior client understanding
and real-time dealership monitoring



- Live Online Architecture
- Transparent Complaint Management
- In-depth Customer Profiling
- Current Staff Monitoring
- Detailed Internal Reporting
- Precise Customer Satisfaction Indexing
- Complete Turnaround Tracking



{ “We find that the feedback we get from Drivers'Circle is far better than our (OEM) CSI results”
- Vince Vermaak (BMW Dealer Principal)

- Owner Managed
- On-going Company Success
 - Developed in South Africa
 - State-of-the-Art Infrastructure
 - Over 70 satisfied Clients
 - Broad Spectrum of Clients
- Superior Staff
- Endless Improvement through In-house Development Team
- Countless tailored Solutions
- Multiple successful Implementations



“The company Drivers’Circle takes a personal role in the dealership and it far outweighs anything we would put into place here”
- Rowan Michael (BMW Dealer Principal)



The Benefits of Drivers'Circle

Drivers'Circle, the corner stone of ongoing success



- Zero Maintenance Expenditure
- Low Cost Relationship Management
- Fortified Data Housing
- Increased Leads & Sales
- Improved Customer Satisfaction
- Extended Customer Life Time Value
- Transparent Accountability
- Precise Dealership Management



“...We have substantially reduced our above the line marketing spend and placed a lot of focus on our below-the-line efforts.”

- Chris Prinsloo (Barloworld Automotive Executive)



Thank you



Stephan Feurig

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{ “...CCS has played a vital and leading role in driving the process as well as sharing best practice...”
- Chris Prinsloo (Barloworld Automotive Executive)