Ri▸focus®

# Six Systems become One

# Why OEMs are moving to a Unified Dealer Intelligence Paltform?

# It was never meant to be this complex!

Most automotive OEMs didn't design their systems architecture from scratch.

It evolved over time.

A CSI system here.
A dealer audit tool there.
A field visit reporting system.
A financial benchmarking platform.
A BI dashboard somewhere else.

Each system solves one problem.

But together they create a much bigger one:

**Complexity.**

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# The Typical OEM Reality

## Too many disjoint data systems?

Across many OEM networks, the same pattern appears. Different teams use different systems to manage the dealer network.

Customer Experience
- CSI / NPS platforms
- Customer survey tools

Field Operations
- Dealer visit reporting systems
- Action plan spreadsheets

Network Governance
- Dealer audit systems
- Compliance tracking tools

Dealer Performance
- Financial reporting tools
- KPI benchmarking systems

Analytics
- Business intelligence dashboards
- Data warehouses

Dealer Engagement
- Email reporting
- Manual follow-ups

Each tool works.

But they don't work together.

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# The Hidden Cost of Fragmentation

**When systems operate in isolation, OEMs face three major problems.**

1. Data Without Action

CSI reports show problems —but the field team has no structured way to act on them.

2. Manual Work Everywhere

Teams spend hours moving information between systems, reports and spreadsheets. This cost is a massive handbrake on organisations.

3. No Unified Dealer View

Customer experience, dealer performance and field activity sit in different platforms.

So the organisation never sees the full picture.

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# The New Model: One Unified Platform

**Forward-thinking OEMs are now moving to a different approach.**

Instead of running six separate tools...

They are adopting **ONE** unified intelligence platform.

A platform that brings together:
- CSI / NPS management
- Dealer visit management
- Audit and compliance tools
- Dealer KPI performance monitoring
- Financial reporting
- BI dashboards and analytics

All in one environment.

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# Why This Matters?

## When these systems connect, something powerful happens.

**Insights Become Actions**

Customer feedback automatically drives dealer action plans.

**Field Teams Work Smarter**

Dealer visits are linked to performance insights and improvement opportunities.

**OEM Leadership Gains Visibility**

Executives see a single view of network performance

# The Ri-focus Approach

**Ri-focus was designed to solve compexity.**

It replaces multiple disconnected tools with a single platform for managing dealer network performance.

Instead of switching between systems, OEM teams can manage:

- Customer experience
- Dealer engagement
- Field operations
- Dealer audits
- Financial performance
- Network analytics
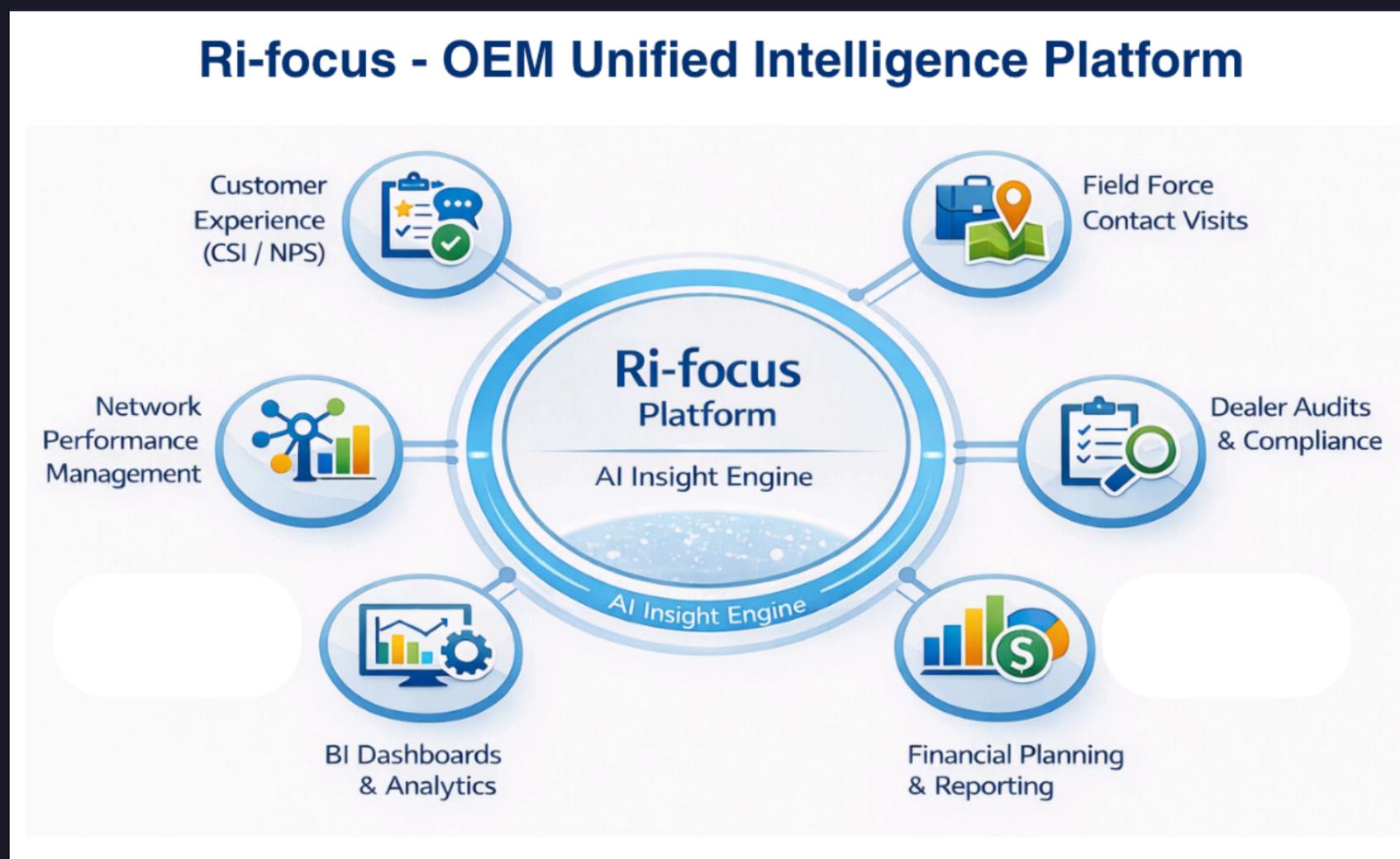
all in one place.

# The Result?

Less system complexity.

Less manual work.

More insight.

And most importantly:

**A clearer path to improving dealer performance and customer experience across the network.**

# Embrace the Future of Unified Dealer Intelligence with Ri-focus

## Op2ma is your trusted partner in over 20 countries

Since 1999, Op2ma has been using data, technology and coaching to help dealers, OEMs and Financiers grow performance.

We help clients reduce costs and improve productivity, driving profit and market share improvements.

We currently have projects in over 20+ countries

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