

Interrogator

Typical Issues

Being able to understand composite report information and utilise that information effectively is often difficult and complex. The use of composite data by OEM central management and field staff is becoming increasingly more common, but finding a simple way of extracting relevant data and turning it into useful information is very time consuming. It is often not fully understood or utilised to provide business development opportunities.

Comparison information becomes increasingly more difficult to use once information from more than one report is required. This often leads to further confusion and eventual under-use of information available.

Our Solution

The **apd** Composite Interrogator provides a totally flexible package, which enables composite data to be 'interrogated' page by page, line by line, KPI by KPI, automatically and quickly. It provides detailed management information, enabling comparisons of dealer performance to be made against various group averages. This, in turn, identifies areas where the business's full potential is not being met.

It provides tabulated results, with trending graphics, which build into a historical information database. Data can easily be exported into Microsoft Excel and Word, making it a flexible, easy-to-operate tool for identifying opportunity for improvement and profit.

The Benefits

Using expanding/collapsing menus as in Microsoft Explorer, and simple "drag & drop" functionality, Interrogator provides OEM users with the ability to quickly and easily:

- Compare individual dealer performance, period vs prior period (monthly, bi-monthly, quarterly, annual etc.)
- Compare dealer vs zone, region and national
- Compare dealer vs other dealer
- Compare dealer vs multi flexible groups
- Utilise pre-defined, pre-programmed standard report formats
- Can be used with any composite database including OEMs using other composite providers

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