Market follow-up based on mastransporte software in the vehicle, Preventive and Corrective Maintenance Company

Seguimiento mercadológico con base al software mastransporte en la empresa de Mantenimiento vehicular, Preventivo y Correctivo

ESPINOSA-ÁGUILA, Ma. Luisa†*, SÁNCHEZ-GARCÍA, María Del Carmen, ALONSO-LOZADA, Raúl and VILLANUEVA-MELENDEZ, Armando

Universidad Tecnológica de Tlaxcala, Carr, a El Carmen Xalpatlahuay S/N, Huamantla, Tlaxcala, C. P. 90500

ID 1st Author: *Ma. Luisa, Espinosa-Águila*

ID 1st Coauthor: *María Del Carmen, Sánchez-García*

ID 2nd Coauthor: *Raúl, Alonso-Lozada*

ID 3rd Coauthor: *Armando, Villanueva-Melendez*

Abstract

The main objective of the vehicle, preventive and corrective maintenance company is to create a database with the CRM Mastransporte software, this program helps to feed the database and the implementation of all the tools that offer information on the percentage of useful life of the parts of a vehicle. The process of feeding this database ranges from the proper introduction of customer data, to the entry into the system of the useful levels of each element of the vehicle. The system sends promotional and informative mails indicating and suggesting to the consumer what would be the next purchase of the piece with a lower level of percentage of useful life. Real power is now in the hands of the customers. This is the reason why it is imperative to have ample and updated information about each client through the implementation of a continuous practice of interpersonal relations, accompanied by their biggest ally: the CRM.

Database, CRM, Customers

Resumen

La empresa de mantenimiento vehicular, preventivo y correctivo tiene como objetivo principal la creación de una base de datos que se emplee desde el software Mastransporte tipo CRM, este programa ayuda a la alimentación de la base de datos y la implementación de todas las herramientas que ofrecen la información sobre el porcentaje de vida útil de las partes de un vehículo. El proceso de la alimentación de esta base de datos va desde la adecuada introducción de los datos del cliente, hasta el ingreso al sistema de los niveles útiles de cada elemento del vehículo. El sistema manda mails promocionales e informativos indicándole y sugiriéndole al consumidor cual sería la próxima compra de la pieza con menor nivel de porcentaje de vida útil. El verdadero poder está ahora en manos de los clientes. Esta es la razón que toma imperativo contar con una amplia y actualizada información acerca de cada cliente, a través de la implementación de una práctica continua de relaciones interpersonales acompañadas de su mayor aliado: el CRM.

Base de datos, CRM, Clientes

* Correspondence to Author (email: mariluea@uttlaxcala.edu.mx)
† Researcher contributing first author.

Introduction

Interpersonal relationships with customers and knowing how to provide a memorable level of attention constitute the greatest market forces and their implementation is a guarantee for success.

This project aims to identify and differentiate the customer, the interaction that allows to adapt to their needs, a large part of the solution is in a set of tools for managing customer relations, quality strategies and supervision.

Problem Statement

Attracting a greater number of clients that translates into an increase in the company's sales. The marketing follow-up to the Mastransporte software contributes to the persuasion of the final customer. A key to providing quality service is the understanding and satisfaction of customer expectations.

Justification

The sales area identifies as a primary need that the information obtained from the monitoring of the Mastransporte software will give a clear idea of the criteria used by customers, to meet their expectations, recognizing that consumers not only value the result of the service, but also the experience when getting the information of the life of their car 24 hours.

General Objective

To implement the market monitoring project based on the Mastransporte software for the vehicle maintenance company. To obtain a greater number of customers that translates into an increase in sales.

Specific objectives

–   To develop a customer database
–   To publicize the benefits of the Mastransporte software
–   To follow up marketing to customers
–   To offer proposals to implement promotional actions and customer loyalty to the company

The project was carried out in the company's sales area, adapting the marketing needs to it. One of the functions of the department is to generate a consequence of the result of the planning, implementation and control of various marketing activities based on the Customer Relationship Management (CRM). Mastransporte is an internet-based system for the operational control of their vehicle fleet.

Theory

Marketing

It can be defined as "the achievement of business objectives by satisfying and exceeding the needs of consumers in a manner superior to that of the competition." Three conditions must be met before applying the marketing concept. First, the company's activities must be focused on achieving customer satisfaction instead of, for example, simply manufacturing products. Second, the achievement of consumer satisfaction depends on an integrated effort.

The responsibility for the implementation of the concept is not exclusively of the marketing department, but should be shared with production, finance, research and development, engineering and other departments. Finally, in order for an integrated effort to occur, management must believe that business objectives can be achieved by having satisfied consumers. (Jobber & Fahy, 2007).

Marketing in the service sector

While it is true that any marketing strategy is unique in some way because it is specific to a particular organization, we must not fail to recognize that there are some differences between the strategies applied to the services. Some exclusive aspects of the services that guide the formulation of the service marketing strategy are:

a.   The predominantly intangible nature of a service may make it more difficult to select competitive offers among consumers.

b.   When the service producer is inseparable from the service itself, it can locate the service and offer the consumer a more restricted option.

The perishable nature of the services prevents the storage of the product itself and can also add risk and uncertainty to the marketing of the service.

After-sale service

Customer service must be provided at all times, not only during the sales process, but also, after it has been finalized. The type of customer service that is provided once the customer has already made their purchase is known as the after-sale service.

In addition to the benefits granted by providing a good customer service, such as the possibility that the client will visit again, that we achieve their loyalty, and that they recommend us with other consumers, the after-sale service grants the possibility of keeping in touch and extending the relationship with the client. The Mastransporte Software can be classified as an after-sale maintenance service.

CRM Background

CRM basically refers to a customer-centered business strategy. According to Don Alfredo De Goyeneche, in his publication in the Economics and Administration magazine of the University of Chile, he states that in "CRM we are facing a business model the strategy of which is aimed at identifying and managing relationships in those accounts more valuable for a company, working differently in each one of them in such a way to improve the effectiveness on customers." In short, to be more effective when interacting with customers. (Editum.org, 2007).

Crm components

– Sales functionality and its administration
– Telemarketing
– Time management
– Customer service and support
– Marketing
– Information management for executives
– ERP (Enterprise Resource Planning) integration
– Excellent data synchronization
– e-Commerce
– Service in the sales field.

Finally, the true meaning of CRM for the company is: increase sales, increase profits, increase margins, increase customer satisfaction and reduce sales and marketing costs. (Editum.org, 2007)

CRM as added value

One of the marketing strategies that has been gaining strength and that has become widespread in our market is that of added value to goods and services. Companies of all sizes and from all sectors have made the decision to add "fascinating" elements to the products they sell. Nowadays, it is common to find dynamic customer service centers ready to develop competitive campaigns, seeking to beautify the after-sales activities of their companies, with the clear purpose of keeping the clientele satisfied by sowing good deals and commercial will, waiting to reap fidelity. To the services generated in the sales process, other elements that make the difference between one company and another have been added. This attitude, widespread, has created a healthy competition between companies and a great benefit for consumers.

Social CRM

The Social CRM encompasses all the departments of a company, especially those of customer service, sales and marketing, and includes activities that range from brand image development to market research or idea management. (Editum.org, 2007).

Methodology

Mastrasporte Software

Anytime, anywhere, from mobile devices. Mastransporte is an internet-based system for the operational control of vehicle fleet. Its objective is the control of tires, preventive maintenance, repairs, fuel control, and evaluation and waste pile for tires. Working on the internet the possibilities of growth, service, accessibility and exchange of information is a technological experience. Commercial concept that guarantees the success of your system, as it is delivered "turnkey", that is, Mastransporte is your partner in the solution of vehicle control, implements, trains and gives permanent support, to ensure the result. (Mastransporte, 2011).

Mastransporte advantages

Configuration. It is a system with several configurations, which allows it to adapt to the operation of any vehicle fleet.

– Configuration of the organizational structures of the company.
– Tire catalogs, brand, model, measure, load range by custom carriers.
– Programmable maintenance by time or kilometers by carrier
– Vitalization bands configuration.
– User-Defined fuel catalog.
– Define yourself, Warehouses, waste piles, tire repair shops, vitalization plants.
– Conveyor tire inflation parameters by measurement and load range.
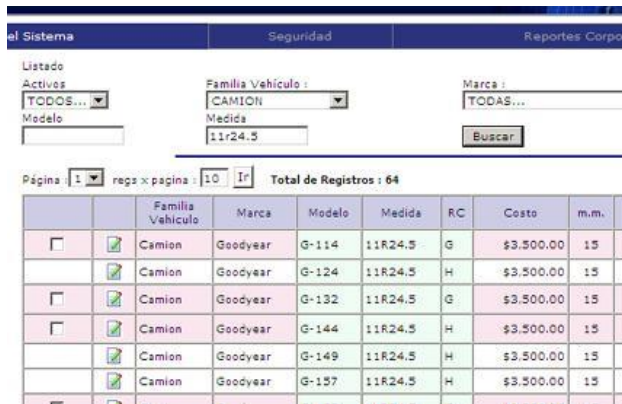– Tire removal configuration for remaining millimeter.

Figure 1 Advantages Mastransporte Configuration
Source: Mastransporte Software

Second most important expense of a fleet; hence it deserves a very specialized and, above all, practical control, which allows to control this input and therefore the significant reduction of costs in the fleet.

– Control of the location of the tires, rolling (vehicle, axle), in warehouse, vitalizing plant, waste pile, repair shop.
– Performance control cost km, kilometers per millimeter of tires in original life and vitalized
– Control of the number of vitalized by brand, model and rim size.
– Control of assembly, disassembly and update of millimeters for timely removal of tires to vitalize
– Control of tire repair cost.
– Tire rotation for best performance.
– Tire scrap control.

– Control of timely update dates by set of tires.
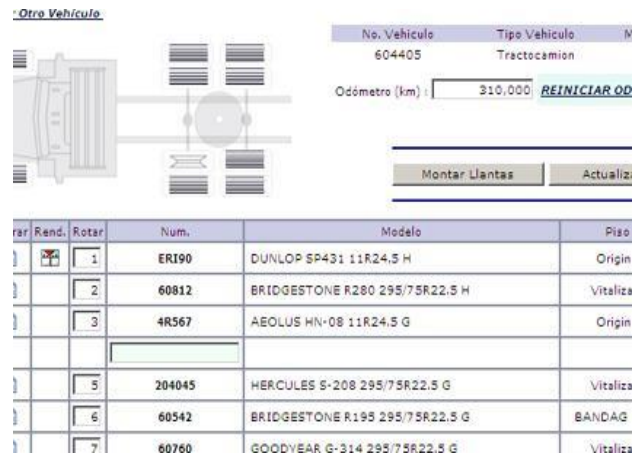– Tire movement log throughout its life.

Figure 2 Advantages Mastransporte Control
Source: Mastransporte Software

Maintenance. The control of maintenance, basic to be able to regulate the opportune frequency of services of a fleet and not to duplicate these expenses in a period of time less than the convenient one. Identical the quality of the repairs and the recurrence of the same important part of the vehicle control.

– Control of the vehicle maintenance of the company
– Scheduled maintenance log
– Record of repairs made
– Display of the cost and operational detail of the maintenance by company, branch, route, vehicle or set of vehicles.
– Preventive maintenance forecasts by time and / or mileage specifying branch, vehicle or vehicle set. (Mastransporte, 2011)

Maintenance control by type of vehicle, by type of service, in defined periods of time.
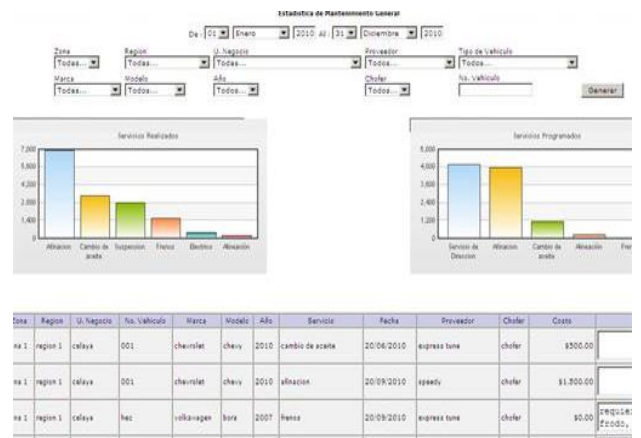

Figure 3 Advantages Mastransporte Maintenance
Source: Mastransporte Software

Checklist

Check-list: An alphabetical or systematic list of names of people or things used for reference, control, comparison, verification or identification. The company that wants to become a permanent and instantaneous organization, in order to offer quality moments to its customers, must carry out a true transformation in terms of knowledge. With Taylorism, there was a radical change in the level of knowledge at the beginning of this century. The members of the management set in motion the science of the execution of each working element, which replaces the good and old empirical methods. (Jean-Luc, 1995).

What is a check-list for?

A checklist is a sheet with each of these specified tasks and all you have to do is follow the list step by step to complete the process without leaving any element along the way.

The reason for a checklist is very simple: in life there are a series of processes that are monotonous and routine, and comprise a series of steps, which, although they are always the same, are not so trivial as to be able to trust that we will remember all of them by heart.

Company Checklist

The operation review is divided into 5 sections for verification.

1. Cleaning and sending of the List of assistance of the branch of Apizaco to the Matrix in Puebla.
2. Tour of the facilities. It includes verification warehouse, service yard and machine room.
3. Vehicle control registration, in this field the correct registration of all the cars that request a service in the branch is supervised.
4. Service order. Control of all possible services offered to the customer, it indicates the current status of the life of the parts of the car, this sheet helps us feed the Mastransporte software.
5. Mastransporte. The correct entry of the data sent by the service orders to the Mastransporte software is checked.

(Multiservice Express de Puebla, 2010)

Results

To respond to the needs of its customers effectively, the vehicle maintenance company uses a CRM software called Mastransporte to gather and analyze information that will provide tools for a marketing follow-up to its customers. Therefore, they will use the resulting product, for the benefit of both parties, which will lead them to establish unique relationships between them.

The technological applications of Mastransporte favor an effective administration of the relations with the client, this is possible, if the organization has a management focused on the consumer, which transmits the importance of the quality of the service in the whole process of operation, in addition to a Technology platform according to what they want to implement.

This process not only requires the implementation of the new technology offered by the Mastransporte software but, fundamentally, a change in the way of relating to the client, improving customer service.

The automotive maintenance offered by Goodyear has a quality standard, which is why an improvement in the attention to cleaning points, order of tools, machinery in optimal conditions is suggested.

Also, it requires an adequate marketing follow-up to the information about the useful life of the parts of the vehicle, this should lead intrinsically to satisfy the customer's comfort needs, since it will be able to monitor the useful life of the parts of the vehicle. Modifying customer service processes will be a priority to reach the goal of customer loyalty and increase in sales, for example, testing marketing offers and defining them according to their needs.

Conclusions

It is necessary to note that although the preventive and corrective vehicle maintenance company undertakes a CRM strategy, this does not guarantee that immediately, or even in the long term, it will begin to obtain greater revenues from its customers; for this to happen, the CRM requires to be part of the organizational culture and, of course, the acceptance of the clients involved in the process.

The company must understand the importance of capturing all possible information regarding its customers, such as their personal data, type of car, correct odometer according to the use of the car, needs, complaints and inquiries, since these properly managed data constitute a decisive competitive advantage when consolidating its market segment.

Implementation of the Mastransporte CRM software were described, for this reason this paper can be used as a base to promote foundation modules for the optimal process of the software, which involves all the aforementioned aspects.

The utility of the CRM Mastransporte software implemented in the vehicle maintenance company is focused on becoming a tool to support decision-making at the managerial level.

In the construction of this project, a set of basic quality control techniques were used, which can be relied on the results they provide.

The adjustment of CRM technology is not enough. In the end, the results will be achieved with the correct use that people make of it. It is necessary to manage the change in the organization culture, seeking total focus on the client by all its members. In this field, technology is completely secondary and elements such as culture, training and internal communication are the key tools.

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