



Features & Themes for 2016

Cover	Pub Date	Issue Theme	Theme Content	Feature
Feb-16	Jan-22	Make your website better	What are the essential elements of a good automotive website? Structure, tools, staff engagement, training, social media	F & I
Mar-16	Feb-26	Complaints - Treating Customers Fairly	Customer service and customer advocacy from the view of compliance. Update on legal implications/best practice.	Auctions & Appraisals
Apr-16	Mar-24	Marketing to Customers (Personal Touch)	Customer expectations. Analysing the database/segmenting customer groups and targeting them effectively	Website & Digital
May-16	Apr-22	Aftersales in the future	Aftersales customer service & retention. How will technology and consumer demands change aftersales of the future?	Service plans Customer Service
Jun-16	May-27	Improve your staff, delight your customers	Customer satisfaction & loyalty is driven by staff in the dealership. How to motivate staff to deliver excellent customer service	Warranty
Jul-16	Jun-24	Motor Retail in 2025	Property trends, network trends and in-showroom technology. What will digital look like? How can dealers control cost of change?	Video
Aug-16	Jul-22	Outsourcing - managing 3rd party relationships	How to manage 3rd party agreements - covering crash repair, F & I, digi marketing, compliance, call centres, smart repair, glass & valeting	Customer Reviews
Sep-16	Aug-26	Back to School - You never stop learning	Focus on continual personal development, available opportunities for managers. Interviews with manager to CEO level about progression	
Oct-16	Sep-23	Going green through technology	Technology in dealerships - environmental property factors & impact on cost savings. New car "green technology" and how to market it	New Car
Nov-16	Oct-28	Conquering retail & fleet customers	New car marketing, prospecting, lead management & sales. Effective carmaker & dealer marketing, action on leads, financial propositions	Car Care Finance Online
Dec-16	Nov-25	Leaders of the Pack	Following the AM100 update AM talks to some of the top dealers to share best practice, strategic changes and areas that can drive profit	Aftersales
Jan-17	Dec-21	Deal or no deal - the critical points	Looking at the 4 points critical to success - call & email responses, test drives, consumer finance & a memorable customer handover	Warranty Social Media

AM Commercial Team