



nextlane
MaxLead

**DON'T
MISS OUT
ANY MORE
LEADS**



Lead generation is essential for increasing sales and driving growth. By collecting prospects' buying intentions and preferences, dealers can personalise their offers, improving the buying experience. It's a crucial element of success in this highly competitive industry.

Nextlane MaxLead

This solution enables you to identify purchasing intentions by automating quotation reminders, emailing campaigns and creating vehicle renewal surveys.



Main features



Detection of planned purchases

Systematise your vehicle renewal surveys with your customers after each visit to the workshop (brand, energy, timeframe of the project).



Automated marketing campaigns

Set up your marketing campaigns in a few clicks. Choose the campaign, define the target and automate its sending.



Automatic relaunch of quotations

Automatically follow up 100% of unanswered workshop quotations to increase the conversion rate.



Centralise your leads

Bring together all your leads from infomediaries and the different digital channels.

CONNECT MAXLEAD WITH YOUR OTHER SOLUTIONS THANKS TO THE NEXTLANE PLATFORM

www.nextlane.com

Key steps

01

Connect
automatically with
your DMS.

02

Communicate
with your customers
by e-mail or SMS.

03

Identify
purchase intentions.

04

Alerts
sent in real time to the
concerned teams.

05

Automate
your unanswered
quotes reminders.

06

Process
customer requests by
the right person.

Drive your business
With more than 40 performance
indicators and customized
reports, improve your customer
satisfaction and drive your
business.

