



CuroGens mv360 is a customer service and sales solution for transportation companies that manufacture configured-to-order products managed by a Vehicle Identification Number (VIN) or HIN.

No matter the industry, the process of building a solid bottom line for your business can be extremely frustrating if you're dealing with missing data, production inefficiencies, shipping delays and other sales hurdles.

Does your company need:

- A streamlined way to view vehicle inventory status across the enterprise and dealer networks?
- More efficient warranty claims processes?
- Support for sales/customer service teams to better manage customer expectations?

CuroGens mv360 users can efficiently track units like watercraft, motor vehicles and all-terrain vehicles throughout their lifecycle with confidence and accuracy.

The system helps to automate and streamline financial, customer relationship and supply chain processes in a way that helps drive business success.

5 Ways mv360 Solves Motor Vehicle Manufacturing Business Pains



1. Eliminate Information Silos

CuroGens mv360 is a tool to centrally manage units across an entire enterprise and dealer network. One comprehensive, cloud-based software solution gives all appropriate employees and dealer partners access to vital inventory and operations data — in real time — and helps create and support unified business goals.



2. Quick and Easy Warranty Registration and Claims Process

It's in the manufacturer's and the dealer's best interest alike to quickly and efficiently manage warranty claims. Manufacturers can easily alert dealers of warranty issues and recall notices, while dealers can seamlessly register new vehicles and submit warranty claims via mv360. This creates happier and more loyal customers.



3. Make Dealers Loyal to Your Brand

Communication with dealers can be quite a challenge. Give them access to a tool that's simple to use and easily accessible. This will make their daily activities of submitting claims information, submitting parts order and just generally tracking status of their inventory simpler — and increase long-term financial benefits for everyone involved.



4. Motivate and Incentivize

Well-managed factory-to-dealer incentive programs (SPIFFs) capitalize on market events or consumer behaviors to drive targeted sales results. mv360 allows manufacturers to create, add units to and approve many types of SPIFFs such as sales, freight, interest payments and dealer salesperson incentives.



5. Stay Compliant

When dealing with any kind of vehicle unit, there are important safety and compliance aspects to consider. Future versions of mv360 will provide legal case tracking and enable users easily to comply with TREAD ACT by recording injury or non-injury events. It also supports electronic transmission of reports to governing authorities like the National Highway Traffic Safety Administration and United States Coast Guard.