

Connect CRM

The award-winning automotive CRM that makes every connection count



What if you could shorten the average time spent in the dealership and cut down on negative CSI while at the same time increasing profits?

According to Edmunds, one in three Americans would rather go to the DMV, do their taxes, or sit in the middle airplane seat than go through the process of buying a car. This results from poor usage of inefficient, non-integrated software – which keeps customers in the dealerships too long and reduces their satisfaction.

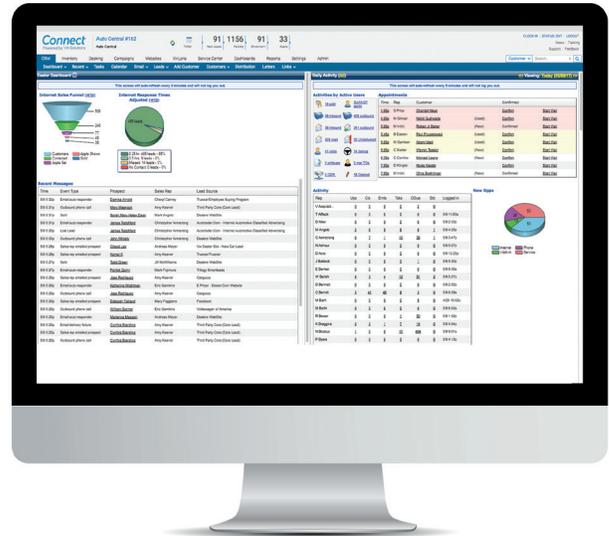
VinSolutions' Connect CRM delivers a flexible, intuitive and integrated "road to the sale" so dealers can provide a more streamlined sales process and better customer experience. As a single, powerful source of customer insight, Connect CRM gives you the edge on building and maintaining customer relationships – making every connection count.

Features

- No contracts, 30-day out notice
- Custom processes tailored to fit your team's workflow needs
- Performance Manager assigned to your account to help optimize usage, ROI and efficiency
- Native mobile app for iPhone and Android
- Customizable dashboards, road to the sale progression and follow-up processes
- Customized analytic reporting with automated delivery direct to email

Benefits

- Stay in touch with your customers from anywhere at any time through a desktop browser or the Connect mobile app.
- Standard and custom processes tailored to your dealership's needs help keep your dealership running more efficiently.



- Enterprise reporting for dealer groups with custom reporting and single-inventory view across all stores with one login for all stores
- Integrated CSI module for sending customer surveys
- Unlimited online interactive training with a live trainer
- Campaigns manager for creating specific, targeted email campaigns
- Integration with all major DMS providers
- Integrations offer a more streamlined sales process, enhancing the functionality for your team and shortening the time your customers spend in the dealership.

VinSolutions
Make every connection count.

DMS Integration

Connect CRM provides integration with the major DMS brands, polling the DMS every night for new and pre-owned inventory changes. Connect CRM processes those changes so your team doesn't have to – updating your inventory automatically to raise the accuracy of your marketing and the interest of your customers.

Cox Automotive Integration Benefits

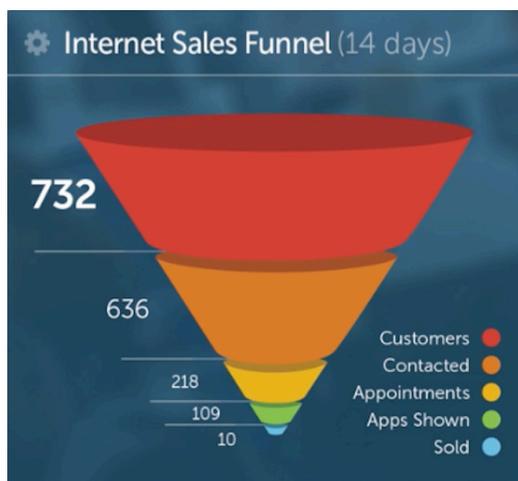
As part of the Cox Automotive brand, Dealertrack DMS users can push and share data with Connect CRM without any additional integration fees.

Features:

- Full bi-directional integration with major automotive DMSs
- Daily polling of inventory, sales, and service data
- Web Service push functionality for non-supported DMSs
- Push a deal from Connect Desking to Reynolds, ADP, Dealertrack, AutoMate and AutoSoft DMSs in real time to eliminate duplicate entries



Connect ILM – Convert More Internet Leads



Consumers are shopping long before they ever step into your dealership. They visit your website in their research, but are you giving them the information they want – such as detailed vehicle descriptions and photos – right when they want it?

Connect's Internet Lead Management allows you to grow that customer relationship sooner. With complete access to your new and pre-owned inventory, ILM can provide the quickest response to inquiries with photos and details already included in the reply.

Connect ILM helps your internet manager:

- Respond quickly to customer inquiries with emails that automatically include descriptions, photos and videos
- Know immediately when new leads and prospect emails arrive
- Track dealership and customer responses in one place
- Compile management reports of daily activity
- Prevent duplicate leads and reduce skating by showroom staff