TheCRM
AI-Powered Intelligence

TheCRM

Not a CRM, TheCRM

AI isn't a feature you add—it's the intelligence that runs the system. That's TheCRM. No assistants, no plug-ins, no gimmicks—just the right technology where it matters. Legacy CRMs were designed for simple automation, so they patch AI onto old workflows and call it innovation. TheCRM is different. Every lead gets the right follow-up, every deal moves forward, and your team isn't stuck managing a system that was never built for them.

What AI Does for Your Dealership

TheCRM's AI doesn't just assist—it keeps deals moving. Every follow-up, every customer interaction, and every next step happens through an intelligence layer designed to eliminate wasted time and increase closing rates.

- **Complete Conversation Tracking**
  AI logs every call, text, and email automatically, ensuring a full and accurate customer history without manual entry.

- **Seamless Appointment Scheduling**
  AI listens, schedules, and confirms appointments—so your team isn't wasting time chasing leads or juggling calendars.

- **Precision-Timed Follow-Ups**
  AI delivers the right message at the right time, using complete customer history to ensure every interaction is relevant and timely.

- **Insights You Can Act On**
  AI analyzes lead activity, past performance, and store trends—surfacing key opportunities instantly so teams can act in real time.

- **Compliance You Can Trust**
  AI ensures every process meets state, provincial, federal, and international compliance standards—safeguarding customer data, PII, and store records while keeping it out of public AI models.

Proven Performance Gains

This isn't marketing hype—these are real, measurable improvements seen by dealers using TheCRM:

- Typing reduced by **75%**, cutting down on busywork and manual data entry.

- Salespeople saving **3.6 hours** per day, reducing admin work.

- TheCRM responds in **minutes**, 24/7, 7 days a week, while legacy systems average 23 hours.

- Stalled deals identified **4x faster**, letting managers intervene before leads are lost.

- AI-driven follow-ups achieving a **46%** email response rate, three times the industry average.

Designed for Real-World Operations

TheCRM isn't one-size-fits-all—it's purpose-built from the ground up.

- **Live and Pre-Recorded Video Interactions**
  Engage customers instantly and keep them connected throughout the buying process.

- **Instant Document Generation**
  AI creates personalized brochures, contracts, and quotes in seconds, eliminating manual work.

- **Configurable Workflows**
  Designed to adapt to real-world processes, not the other way around—so teams aren't forced to work within rigid, outdated systems.

- **Advanced Desking**
  Quickly structure deals, adjust terms instantly, and generate accurate proposals without leaving the system.

Unmatched Support

TheCRM is backed by 100% in-house, American support. No outsourced call centers—just a team that understands dealerships and is here when you need us.

- **Training & Support**
  On-site training, weekly webinars, and 24/7 support during business hours.

- **Tailored Configuration**
  764 permissions ensure AI adapts to your workflows.

- **Smart, Adaptive AI**
  Continuously learns from 30 years of anonymized industry data, refining system intelligence in real time.

- **Dedicated Account Management**
  Every store has a dedicated account manager proactively driving your success and ensuring personalized support.

Your Dealership's Competitive Edge

AI is only as good as the system it runs on. If it's tacked onto outdated software, it's just another feature. In TheCRM, AI is the foundation. It learns, adapts, and works in real-time—making decisions before your team has to. This isn't another tool—it's intelligence built to keep you ahead, deal after deal.

And We're Just Getting Started

Find out why TheCRM is the fastest-growing CRM among auto and RV dealers. Visit our website to learn more or email us directly to schedule a demo.

🌐 **www.thecrm.com**   ✉ **hello@thecrm.com**