

# CONNECT CRM

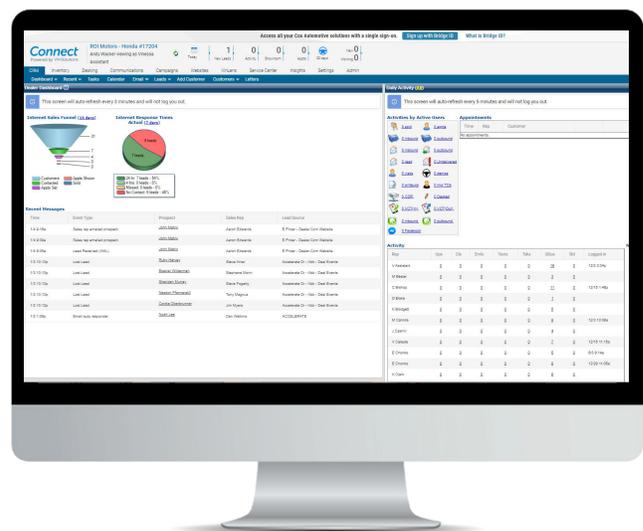
The award-winning automotive CRM that makes every connection count.

With more customers interested in a digital shopping experience, dealerships are finding new ways to meet customers' expectations for a flexible, personalized shopping experience. But how do you ensure an efficient car buying process across digital and in-person touchpoints?

VinSolutions Connect CRM enables you to streamline the sales process and personalize communication with customers throughout the buying journey. Through customizable, flexible processes and robust integrations, you can quickly adapt to your business preferences and deliver a variety of shopping experiences, from digital to in-person. Plus, with a Performance Manager helping you optimize operations and ensure success, Connect CRM gives you the edge on building and maintaining customer relationships—making every connection count.

## Features

- No contracts, 30-day out notice
- Flexible processes tailored to fit your team's workflow for follow-ups and task tracking
- Dedicated Performance Management from an advisor with real-world automotive retail experience
- Best-in-market CRM mobile app for iOS and Android
- Customizable dashboards for tracking leads, tasks, KPIs, deals, and showroom visits
- Enterprise reporting for dealer groups, with custom reporting, single-customer reporting, and inventory view across all stores
- Integrated CSI module for sending customer surveys
- Unlimited online interactive training with a live trainer
- Integration with all major DMS providers, with automatic nightly data syncing for customer information, deals, service history, and inventory
- Customized analytics reporting with automated delivery direct to email
- Helpful tools for estimating equity position for customer vehicles to understand payoff and identify opportunities for sales and inventory acquisition
- Integration with social media platforms Facebook, LinkedIn, Twitter, and Pinterest to understand consumer insights and preferences when building rapport with customers
- Merged view of a single customer record for dealers with multiple stores



# Cox Automotive Integrations

Unrivaled integrations with other Cox Automotive software solutions and third-party partners offer a more streamlined sales process, enhancing the functionality for your team and shortening the time your customers spend in the dealership.

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Combining data from Autotrader and your DMS, Connect CRM automatically identifies vehicles your customers no longer own, eliminating sales and service offers that are no longer relevant.

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Cox Automotive Digital Retailing integrates directly with Connect CRM, enabling dealers to view the exact offer submitted by the customer from within Connect CRM.

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Dealers with Connect CRM and Dealer.com can monitor online shopping activity from customers as they browse vehicles on their Dealer.com website.

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With enhanced integration between Dealertrack DMS and Connect CRM, you can consolidate data entry, improve the customer experience, and increase sales opportunities with a repair order alerts integration.

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Input credit applications for customers or receive completed credit applications from customers and push directly to Dealertrack F&I.

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Instant Cash Offer leads are sent directly to Connect CRM, saving you time and money by following up directly from within Connect CRM.

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With access to market data from vAuto's Provision® Suite and customer data from Connect CRM, you can align your used car inventory with your customers' wants and needs.

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Xtime's cloud-based service platform integrates with Connect CRM to identify hidden sales opportunities in the service drive and improve service conversion from the sales floor.

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