

# Contact Management / Dealership Wide

## About Contact Management

A comprehensive, web-based CRM solution for the whole dealership that helps you build life-long customer relationships by better managing leads, prospects, and customer follow-up.

**“Our repeat and referral business has increased to 68%.”**

John Pitre,  
Executive General Manager,  
Motor City Auto Center

<sup>1</sup>Reynolds study.



## Overview:

- **Engage customers** and streamline your CRM with Sales, Service, and Parts prospects and follow-up.
- **Access** anytime, anywhere, on any device with an Internet connection.
- **Work smarter** by sharing images, videos, and vehicle descriptions between CRM, vehicle inventory, and more.
- **Track activities** and results with on-demand reports.

## Expect Results:

- **Increase front-end** gross profit by 14.4%.<sup>1</sup>
- **Boost service** revenue by 9.7%.<sup>1</sup>
- **Control advertising** expenses with focused marketing efforts and custom digital messaging.



Sales  
and F&I



Business  
Office



Parts and  
Service



Information  
Technology



Web



Document  
Services

Easily update customer information by toggling between the profile tabs.

Quickly complete activities from the Client Summary panel.

Enter and view the customer's desired vehicle from your inventory.

Access key applications with one login.

See an overview of your dealership's performance with customizable charts and graphs.

Receive alerts for new prospects, emails, and more from every screen.

