

*Our award-winning automotive CRM
that makes all of Connect*

MORE CUSTOMER- CENTRIC

The single view of the customer starts here, where Connect CRM collects critical customer data from your website, sales and Internet departments and feeds detailed insight across your dealership. It's accessible by all people, departments and adjacent systems so you can use Connect CRM to manage personnel, maximize lead proficiency and monopolize the marketplace.

System-wide Integration

Connect CRM makes sure your inventory, campaigns, website and sales processes are always in line with your customers' needs and desires.

Complete Customer Insight

In a single view, get a detailed picture of every customer: who they are, where they live, what brands and styles they prefer, what vehicles are on their wish lists and what they're shopping for now. You'll also see their title and insurance information, equity — and preferred communication styles, so you'll know how best to get in touch. And to enhance your customer records even further, you can purchase and integrate third-party data from R.L. Polk.

Clean Data

Connect CRM automatically drops duplicate entries and marks invalid emails as do-not-contact records, so you can rely on every record with confidence.

Enterprise Support

Connect makes it easy to view and complete tasks across every rooftop with a single login, reducing the risk of redundancy and enhancing the experience for both your team and your customers.

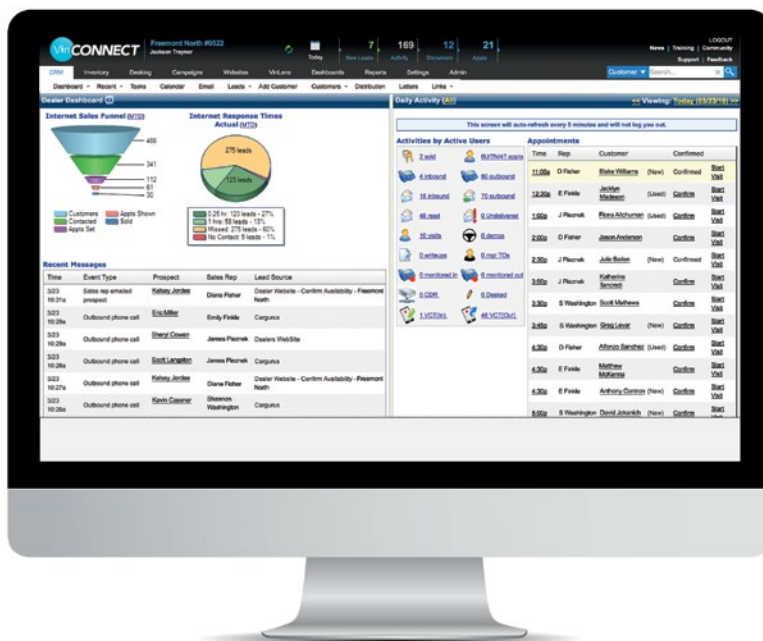
Enterprise Reporting

New to Connect CRM: Reporting of key metrics across every rooftop in your dealer group. With intuitive data visualization, customizable dashboards and reports, you'll have the data you need to make informed decisions faster and easier. Keep everyone on your team informed with automatic report delivery in multiple output formats.

Mobile Connectivity

Connect Mobile gives your team a more efficient way to connect with your customers, enhancing the full sales process. And two-way text messaging helps dealers reach customers on their terms.

To learn more about Connect CRM, visit vinsolutions.com or call 877.768.6134



All relevant personnel get a comprehensive view of customer-related activity, including Internet traffic, sales rep interactions, response times and more.

Also Available:

Connect Mobile CRM

Available for iOS® and Android™ devices, Connect Mobile keeps you connected to your customers, wherever and whenever you need.

I.D. Scanner

Scan driver's licenses right from your phone — without ever leaving your customer's side. Our I.D. Scanner creates new records, checks for duplicate contacts and makes it easy to update information remotely.

Vehicle-of-Interest Scanner

Capture any customer's primary vehicle of interest right from the lot with a simple VIN scan, and update that list at any time from your mobile device.

Call Tracking

Record and log all inbound and outbound calls in Connect CRM, to easily track the sales process at every stage. Fully compatible with your existing phone system, our Call Tracking feature keeps all customer conversations tied to your dealership, and gives you full visibility into every call.

Connect Marketing

With targeted campaign creation and full support of marketing initiatives, it's never been easier to match the right buyer to the right offer at the right time.

Prospect Notifications

Never miss another motivated shopper. When a prospect lands on your website, Connect CRM will send an alert to your sales team based on custom routing parameters.

Custom Offer Generation

Connect Marketing allows dealers to easily suggest incentives and custom offers to customers while they shop.

Email Campaign Management

Draw on pre-generated email content — and add custom photos, videos and links — all with the click of a button. You'll even be notified when an email is opened, so you'll know just when to follow up.

To learn more about Connect CRM, visit vinsolutions.com or call 877.768.6134

VinSolutions
Make every connection count.

A COX AUTOMOTIVE BRAND