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DISCOVER THE FACTORS BEHIND DEALERSHIP CRMS THAT DELIVER THE GREATEST RESULTS

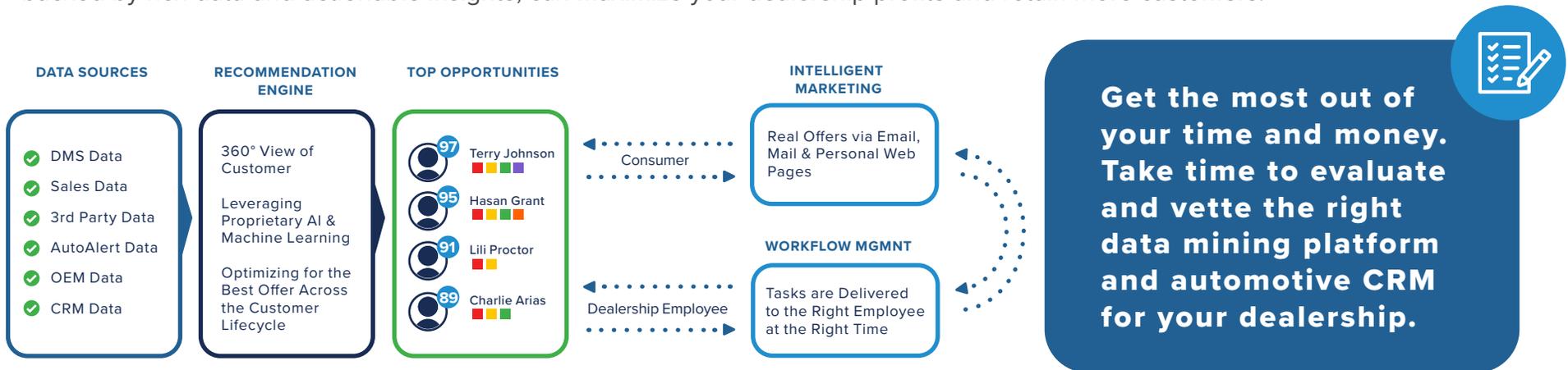A GUIDE TO PROACTIVE CUSTOMER OUTREACH

THE MOST EFFECTIVE CRMS ARE BACKED BY THE RICHEST DATA

Certain aspects should be considered to ensure you adopt the best automotive software systems for your dealership needs.

The signifier of a proactive and consistent CRM platform is its data. Data is your dealership's most valuable tool for staying ahead. When you invest in a comprehensive data mining platform that combines quality intelligence with high-functioning analytic solutions and workflows grounded in AI, you get real-time customer opportunities handed to you.

Understanding your customers on a granular level is key to maximizing profitability. This guide will reveal how an automotive CRM, backed by rich data and actionable insights, can maximize your dealership profits and retain more customers.


DATA SOURCES
- DMS Data
- Sales Data
- 3rd Party Data
- AutoAlert Data
- OEM Data
- CRM Data

RECOMMENDATION ENGINE
- 360° View of Customer
- Leveraging Proprietary AI & Machine Learning
- Optimizing for the Best Offer Across the Customer Lifecycle

TOP OPPORTUNITIES
- 97 Terry Johnson
- 95 Hasan Grant
- 91 Lili Proctor
- 89 Charlie Arias

Consumer

Dealership Employee

INTELLIGENT MARKETING
Real Offers via Email, Mail & Personal Web Pages

WORKFLOW MGMNT
Tasks are Delivered to the Right Employee at the Right Time

Get the most out of your time and money. Take time to evaluate and vette the right data mining platform and automotive CRM for your dealership.

With the Best Data at the Core of Your CRM, the Benefits are Endless.

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THE DATA MINING ADVANTAGE – WHY IT'S ESSENTIAL

DEALERSHIPS THAT WILL THRIVE FOR YEARS TO COME ARE THOSE THAT EMBRACE DATA MINING AS A CORE COMPETENCY.

✅ **Precision Targeting:** Stop relying on generic marketing blasts. Data mining helps you pinpoint customers primed to buy now with messaging that speaks directly to their needs and preferences.

✅ **Increased Sales and Service Opportunities:** Identify customers ready for a vehicle upgrade, need service maintenance (open recalls), or could be interested in additional products (like extended warranties or accessories).

✅ **Improved Customer Retention:** Build stronger relationships through personalized communication, timely offers, and AI-driven follow-up. Customers will be more likely to return to your dealership time and again.

✅ **Inventory Optimization:** Align your stock with real-time customer demands, reducing holding costs and maximizing sales potential.

✅ **Enhanced Profitability:** Every data-driven decision you make is a step towards increased short, and long-term profitability.
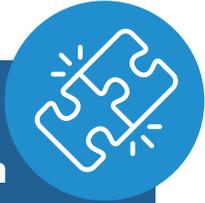
Building a Data-Driven Dealership Culture

The most successful dealerships understand that data mining is more than a department-specific tool. It's a philosophy that permeates the entire organization. Here are some ways to cultivate a data-driven culture:

Training and Education: Invest in ongoing training to ensure every employee understands the power of data and how to use it effectively.

Transparency: Share insights and successes across departments to create a collaborative environment.

Celebrate Wins: Recognize and reward employees who leverage data to achieve results.

Continuous Improvement: Regularly evaluate your data mining processes and seek ways to refine and enhance them.

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AN AI-AUTOMATED DEALERSHIP HELPS KEEP ALL EYES ON THE PRIZE

Adopting a platform takes care of the behind-the-scenes work so you can focus on the big picture.

The more time your dealership can save on routine tasks, the more time your team is available to dedicate toward actions that accelerate the speed at which your dealership reaches its goals.

AI Can Increase Business Productivity by 40%*

An automotive CRM that analyzes your customers' shopping and behavioral data, then automates the delivery of hot leads directly to your teams and bestows the power to know exactly which customers to contact, what to say, and the best time to reach out.

High-Performing Reps Are 1.9X More Likely to Use AI**

Sales leaders and operations pros see AI as a way to leverage reps' time. Use new AI innovations to reduce routine and repetitive tasks and data entry. This will give your reps more time to focus on their prospects and customers.

The Big Picture Benefits of AI

Know Your Customer's Next Move
Each customer is assigned a prediction score based on their behavior patterns for predictability and likeliness to buy their next vehicle; the higher the score, the more likely the customer is in-market.

Putting AI to Work
When a dealer, user, or customer acts, AI-generated workflows instantly generate activity, allowing end-users to leverage, customize, and create tasks to build rule-based follow-up and actionable templates.

Making the Data Even Smarter
Take your data to the next level by providing your dealership with self-learning data intelligence driven by your customers' activities & behaviors that filter through top opportunities, finding ready-to-buy customers with the inventory you need.

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ALL WE REALLY WANT ARE MANAGEABLE TASKS

A workflow manager filters your top opportunities to find ready-to-buy customers, allowing you to focus on what matters most—specific vehicles that align with each customer's unique needs, not just a broad sales approach.

AI-driven insights help you tailor your strategy to fit your dealership's goals by identifying which vehicles your customers are most likely to buy.

Fully integrated AI within the workflow engine adds layers of precision, filtering out the noise and highlighting the best customers to call. This lets your team reach customers already engaged with your dealership, eliminating the need for cold calls.

AI automation and AI-generated workflows seamlessly infused into your CRM save time and deliver a high-quality, personalized customer experience—helping you connect with the right people for the right vehicles.

The average shopper spends almost 15 hours doing online research during the car buying process. Getting ahead of this with proactive outreach helps your dealership become a trusted source, pull customers ahead, and shorten trade cycles by six months on average.

Cox Automotive

Harness the power of data-driven automation to improve efficiency and deliver personalized experiences.

50% REDUCTION in time spent identifying top customer target opportunities*

50% REDUCTION in time spent developing key 1st offer communication*

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Maximize efficiency with an integrated workflow and task management system. Here are some workflow options that keep your dealership customized and flexible.

Adaptive Workflow: Pivot workflows based on lead or data mining insights for new, existing, or returning customers wanting something new.

Customized Customer Experience: Choose between conventional time-based workflows or create unique experiences tailored to your customers.

Enhanced Processes: Retain your favorite processes, incorporate them into the workflow engine, and let data fill in the gaps for optimal results.

Easy Conversions: Convert data mining conquests into CXM leads with just one click.

Quick Lead Creation: Create a lead from any data mining component by scheduling an appointment or starting a visit.

Comprehensive Tracking: Monitor and measure every customer touchpoint for thorough analysis.

Bottleneck and Inefficiency Detection: Identify and address issues in your processes for continuous improvement.

Complete Customer Journey Visibility: Gain insight into every touchpoint of the customer journey for better understanding and engagement.

Service-to-Sales Conversion: Seamlessly transition customers from service to sales and improve inventory acquisition.

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No other platform creates more opportunities and vehicle offers than AutoAlert. Let AutoAlert's modern CRM streamline your customer's experience at your dealership.

SCAN TO SCHEDULE YOUR AUTOALERT CXM DEMO TO GET STARTED

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"After I poured through the AutoAlert platform, the data was clear. AutoAlert is great for our customers, our employees, and the dealer. My grandfather used to call that a win-win. That's why AutoAlert is an excellent choice for you."

-Michael Tasca | Tasca Auto Group