

## **Featured Press Release on Automotive Digest**

### **CRM Mobile Portal Offers Vehicle, Driver's License, & Photo ID Scanner**

**May 2014**

ELEAD1ONE has announced major expansions to its CRM mobile application. The company now offers clients optional upgrades within their already robust CRM mobile portal, including a vehicle identification scanner, driver's license or photo ID scanner and mobile desking solution. These upgrades will drastically increase the speed and accuracy in which customers at the retail facility are logged, vehicles appraised and purchase offers consummated.

#### **What the upgrade does:**

A state-of-art barcode scanner allows the appraiser or salesperson to scan the vehicle identification number and upload a trade directly into ELEAD CRM and the desk log. Similarly, the customer's driver's license or photo identification can be scanned and uploaded so that the card never needs to be out of the customer's sight, and the information is captured within ELEAD CRM instantaneously.

ELEAD Mobile Desking, a first-to-market feat for ELEAD1ONE, provides quick and accurate payment and lease options in a professional presentation that ensures rapid response and negotiation without ever leaving the customer's side.

#### **What Bill Wittenmyer, partner of ELEAD1ONE, a division of Data Software Services, L.L.C. "ELEAD1ONE, had to say about the upgrade.**

"We recognized our clients' desire for advanced mobile solutions that deliver a true 'desk-free' experience," "ELEAD1ONE is committed to ensuring our clients have access to the most innovative and forward-thinking technology for strategic business advantage. With the expansion of ELEAD1ONE mobile offerings, our dealers are able to compete at levels never before seen and successfully win more business."

#### **What about LEAD Service CRM**

ELEAD service CRM provides the industry's most robust service-marketing tools that uniquely target lead generation and follow-up opportunities, along with online service scheduling that completely integrates variable and fixed operations. The service CRM enhancements maximize your existing client base to increase service retention rates and customer pay ROs.

Dealership Staff can complete their Own Live Call tasks and activities such as:

- View Service Customers, Campaigns, Lead and Hot Alerts in Real Time
- Assign Tasks to Dealership Staff and Daily Marketing Plans for Service Managers
- Escalate Non-completed Tasks to ELEAD Virtual BDC for Fulfillment
- Customers Schedule Service Appointment in an Easy-to-use

To get more detail for your dealership call (866) 444-7923 or go to <http://www.elead-crm.com/>