



## **INTRODUCING, THE NEXT-GENERATION CRM...**

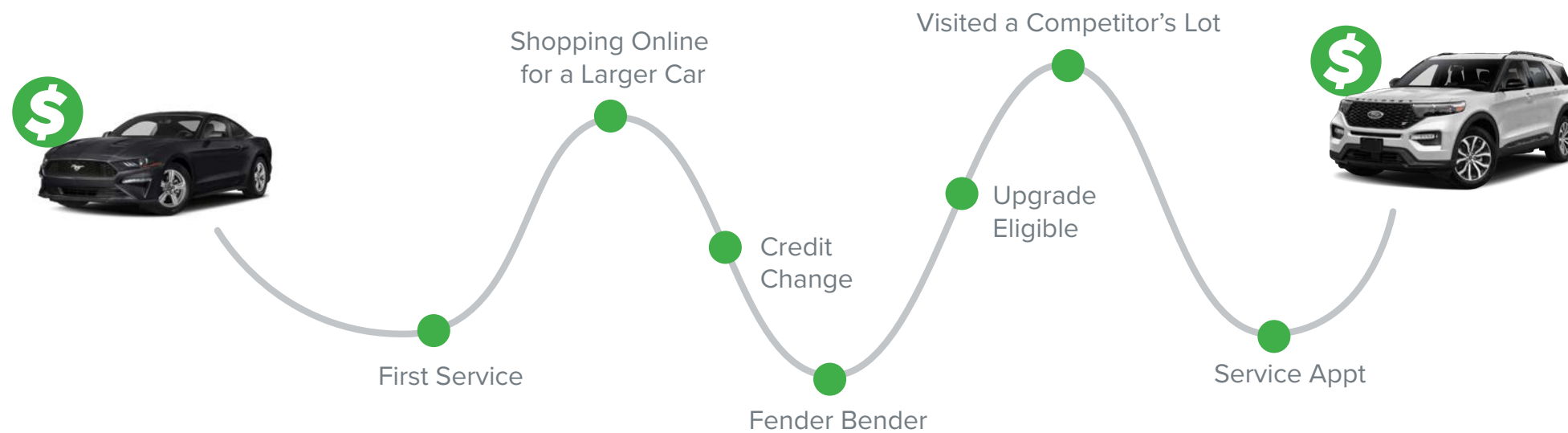
AutoAlert CXM is the first solution in automotive that offers dealerships a one-stop-shop for synchronizing dealership communication for a personalized, seamless customer journey, across all departments.



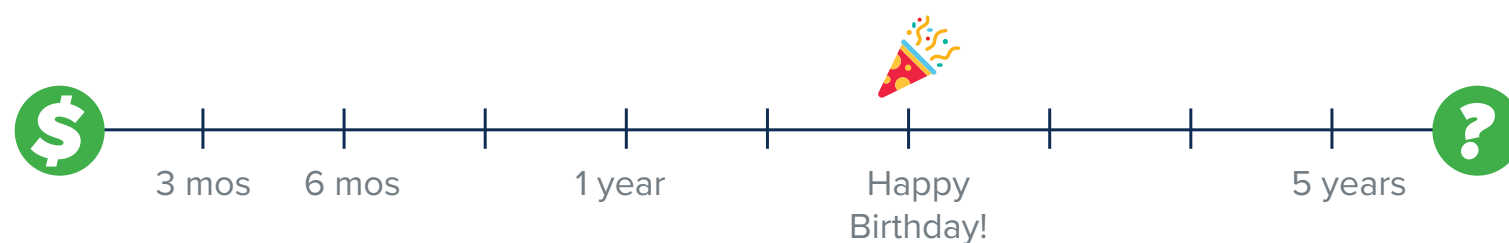
***AutoAlert***



**AutoAlert CXM leverages data and AI-driven sales and service follow-up triggered by customer interactions and behaviors.**



**Instead of old, time-based events only.**



- ✓ Modern, highly secured technology, built using the best data in the industry
- ✓ View the entire customer journey as a single process, from lead to signing
- ✓ Unite your dealership around customer-centric communication
- ✓ Instantly deliver tasks and monitor employee performance, so no sales are lost
- ✓ Solution built to meet the cross store needs of dealer groups & BDCs
- ✓ Dynamic dashboards keeping the right data in front of your employees
- ✓ Boost loyalty and customer retention with an all-new buying experience
- ✓ Agnostic platform allowing the same experience from desktop, mobile, & tablets

# TAKE YOUR DATA TO THE NEXT LEVEL WITH AUTOALERT CXM!

Easily engage with more customers at the right time pairing AlertMiner's powerful data-mining insights with dynamic workflows ...

## PERFECT YOUR APPROACH TO EVERY DATA-BACKED OPPORTUNITY

- ✓ Assigns tasks to your team via Workflow Manager and hold them accountable
- ✓ Alerts you to incoming service and recall customers who can buy a vehicle today
- ✓ Delivers enterprise reporting for dealer groups
- ✓ Updates tasks dynamically based on customer and employee behavior
- ✓ Monitors performance against tasks to achieve your daily/monthly goals
- ✓ Personalized dashboards and work-from-anywhere mobile application

### CUSTOMER SNAPSHOT

AlertMiner Pro transforms and advances the customer journey – making it more intuitive, easier, and even enjoyable!





## DASHBOARDS

Provides a simple & actionable list of opportunities for your team



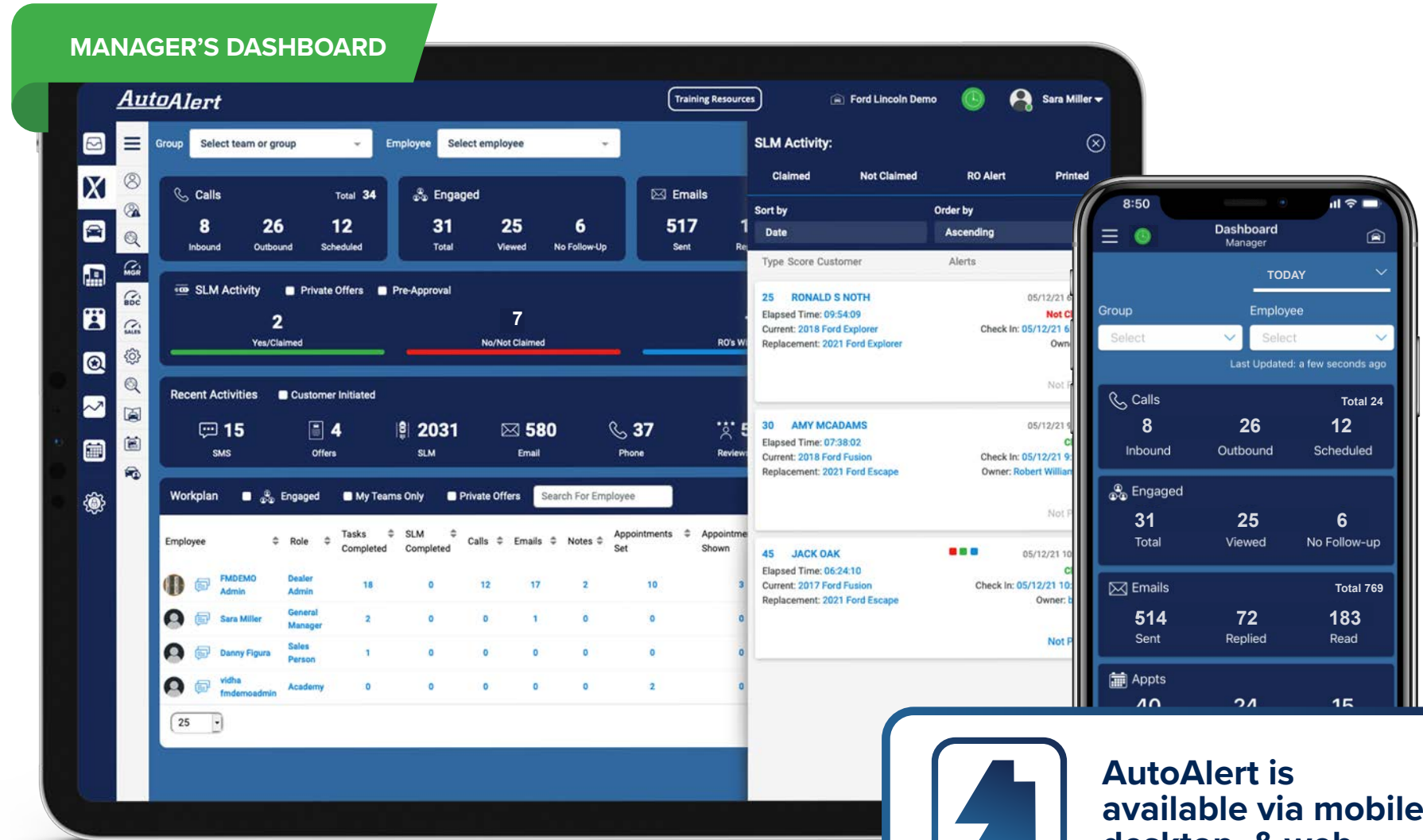
## WORKFLOW MANAGER

Assigns tasks to an employee or team related to each opportunity until a set outcome is achieved

# TASKS DRIVEN BY DATA, USER, AND CUSTOMER ACTIONS

- ✔ Automate compelling follow-ups based on specific triggers
- ✔ Prioritize tasks based on the type of customer engagement
- ✔ Drive customer engagement with data-influenced tasks
- ✔ Ensure task completion via reassignment based on employee attendance

## MANAGER'S DASHBOARD



**AutoAlert is available via mobile, desktop, & web**

## SALES, BDC & MANAGER DASHBOARDS

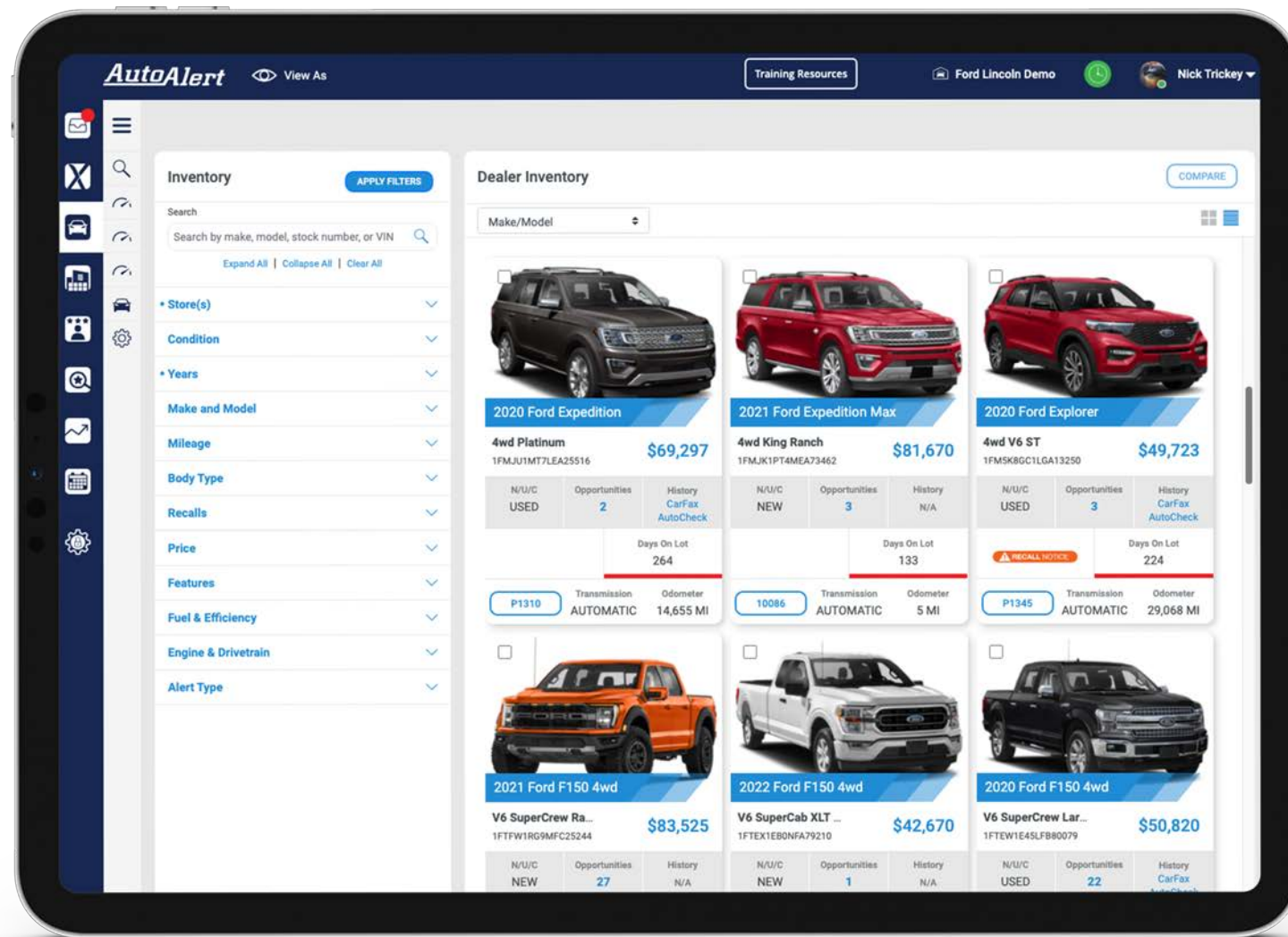
The dashboards provide a summary of all lead activity and can be viewed by employee and/or team. The employee workplan outlines follow-up tasks to make prioritizing the day a breeze.

## ACTIVITY TRACKER

Track incoming activity initiated by the customer via text, email, web, and more. Access the customer with one click to view specifics and follow up with the customer.

## EMPLOYEE WORKPLAN

Displays an individual sales consultant's assigned customers and pertinent information on each customer, including score, alert blocks, related tasks, and current status.



# VEHICLE ACQUISITION

- ✔ Create wishlists for your most desired vehicles, then be notified when they come through the service drive
- ✔ Secure quality trade-ins that are in high demand
- ✔ Real-time text and desktop notifications allow your team to act quickly

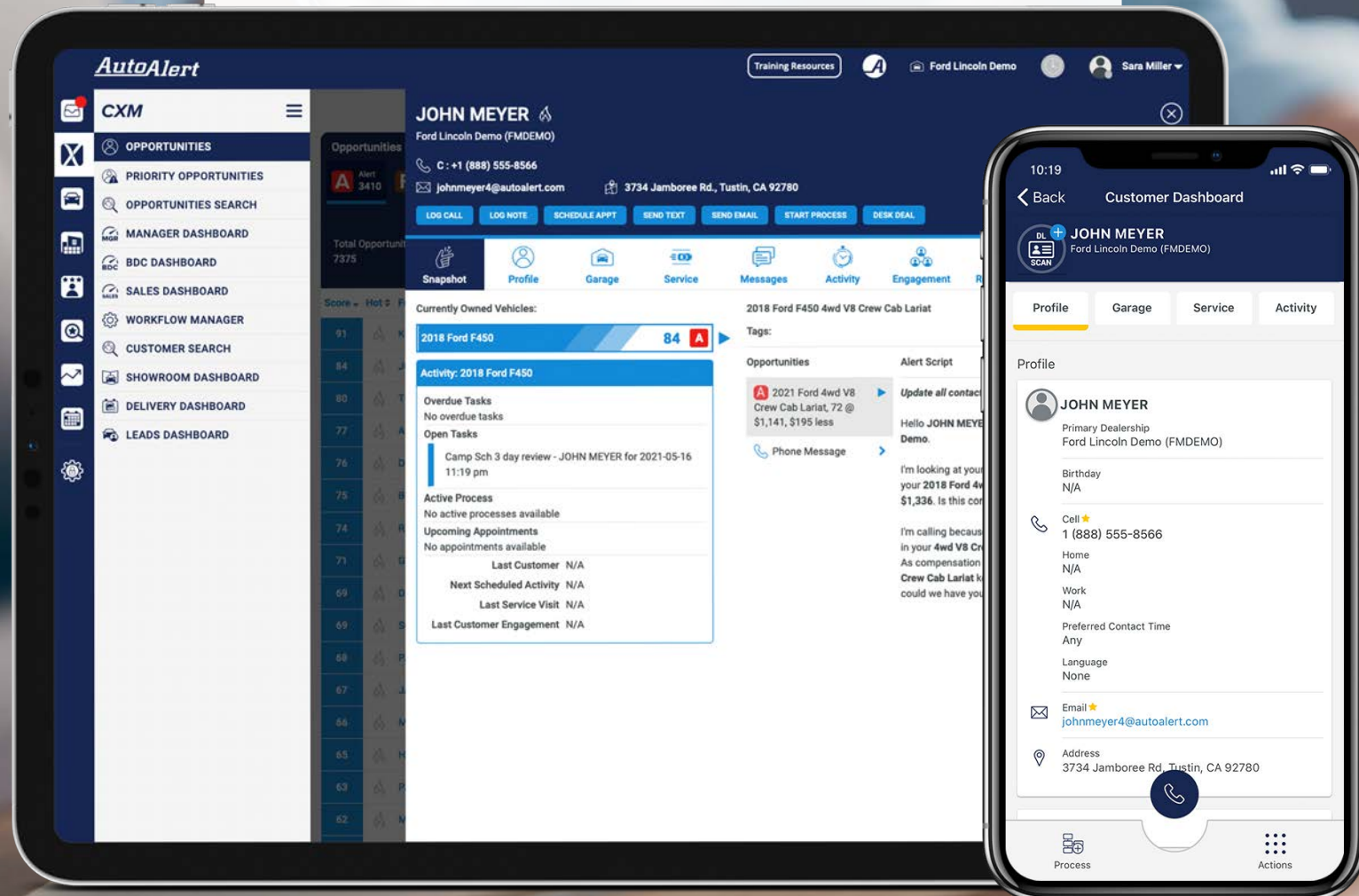
## YOUR INVENTORY AT A GLANCE

**Easily match in-stock vehicles with upgrade-ready customers, for different opportunities every month to strengthen retention and loyalty year after year.**

- ✔ Search inventory by make, model, stock number, recall status, & VIN
- ✔ Compare new and preowned inventory
- ✔ View vehicles that show opportunities with engaged customers

# CUSTOMER PROFILE

Connect the dots among all the interactions a customer has had with your dealership, and meet their real-time needs like never before, all in one place.



Customer's score predicts their likelihood to buy



Dynamic phone scripts make phone calls easy and successful



Quick view into upgrade opportunity details



Dealership-wide customer-centric communication



Notifications delivered directly to a user's mobile phone and/or desktop



Bring hot trades into your inventory with our Vehicle Turn Predictor



Track customers who are engaged with your dealership



Instantly send embedded video and picture messages directly to the customer's mobile device



**ALL-NEW!**

## SMART WORKFLOW AI

Self-learning data intelligence filters through all your top opportunities to find customers ready to buy today.



# SERVICE LEAD MANAGEMENT

**Real Time Service-to-Sales Notifications. Increase sales, source more desirable cars, and sell more customers from your #1 lead source - your service drive.**



Customer enters the service drive



All customer data is compiled



Alert your team with info



Present a customized offer



# DRIVE TRAFFIC TO SERVICE WITH RECALL MANAGEMENT

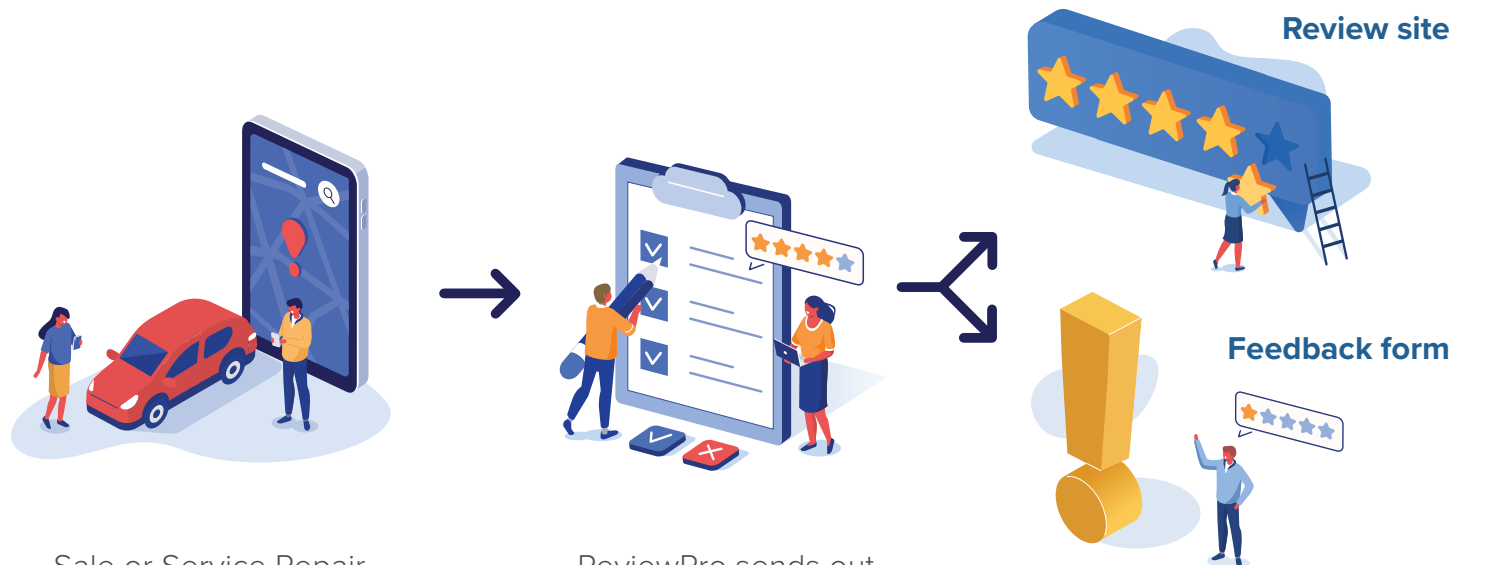
**Recall Management Solution gives your dealership the ability to reestablish contact with your customers via offering a service that's helpful and free.**

- ✔ Focus on pre-owned or CPO vehicles that you'd like to acquire
- ✔ Find recall customers within a certain radius of the store (e.g., 15 miles)
- ✔ Target customers whose recalls require parts you already have in stock
- ✔ Boost your service gross and your CSI score – as many dealerships are with Recall Management!

# **REVIEWPRO**

## Boost positive online reviews

- ✔ Track consumer online shopping behavior to initiate the in-market and engaged consumer alerts
- ✔ Boost positive online reviews
- ✔ Capture negative reviews & resolve the customer experience before the CSI survey goes out
- ✔ Accessible right from the AutoAlert App!



Sale or Service Repair Order (RO) Closed Out

ReviewPro sends out simple survey

Positive customer reviews are delivered directly to the review site. Negative customer reviews are filtered for your team to address.

# **AUTOASSISTANT**

**Leverage AI to convert qualified customers into your hottest leads and to initiate other dealership strategies, such as inventory acquisition and factory ordering**

## Automate Initial Engagement

- ✔ Text & email
- ✔ Natural language
- ✔ Persistent & effective
- ✔ Hands off to sales when ready





# ENGAGEMENT STUDIO

## Automated, Personalized & Targeted Marketing

Acquire inventory by engaging customers with the right message at the right time with Service and Sales Marketing.



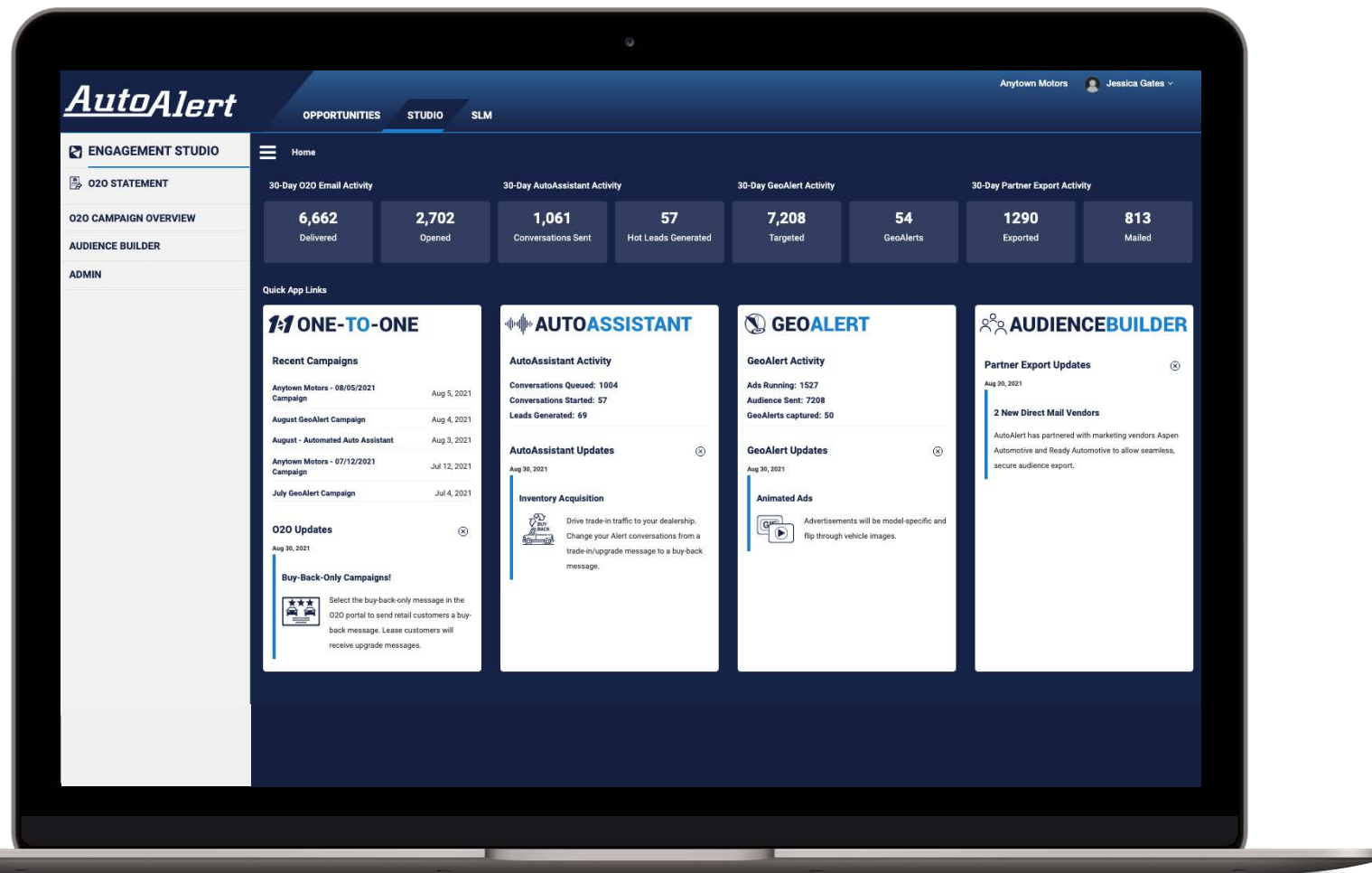
**BUILD AN AUDIENCE**



**SELECT A MARKETING CHANNEL**



**TRACK ENGAGEMENT & ROI**



**MAIL & EMAIL CAMPAIGNS**



**PRE-OWNED, BUY-BACK, USED-TO-USED, & FACTORY ORDER TEMPLATES**



**MULTI-VEHICLE OFFERS**



**COMPREHENSIVE REPORTING**



**CALL TRACKING**



**DIGITAL RETAILING INTEGRATIONS**



**VIDEO MARKETING**



**TAGGING & TRACKING CONSUMER BEHAVIORS**



**REAL-TIME ENGAGEMENT ALERTS**



**PERSONALIZED LANDING PAGES**



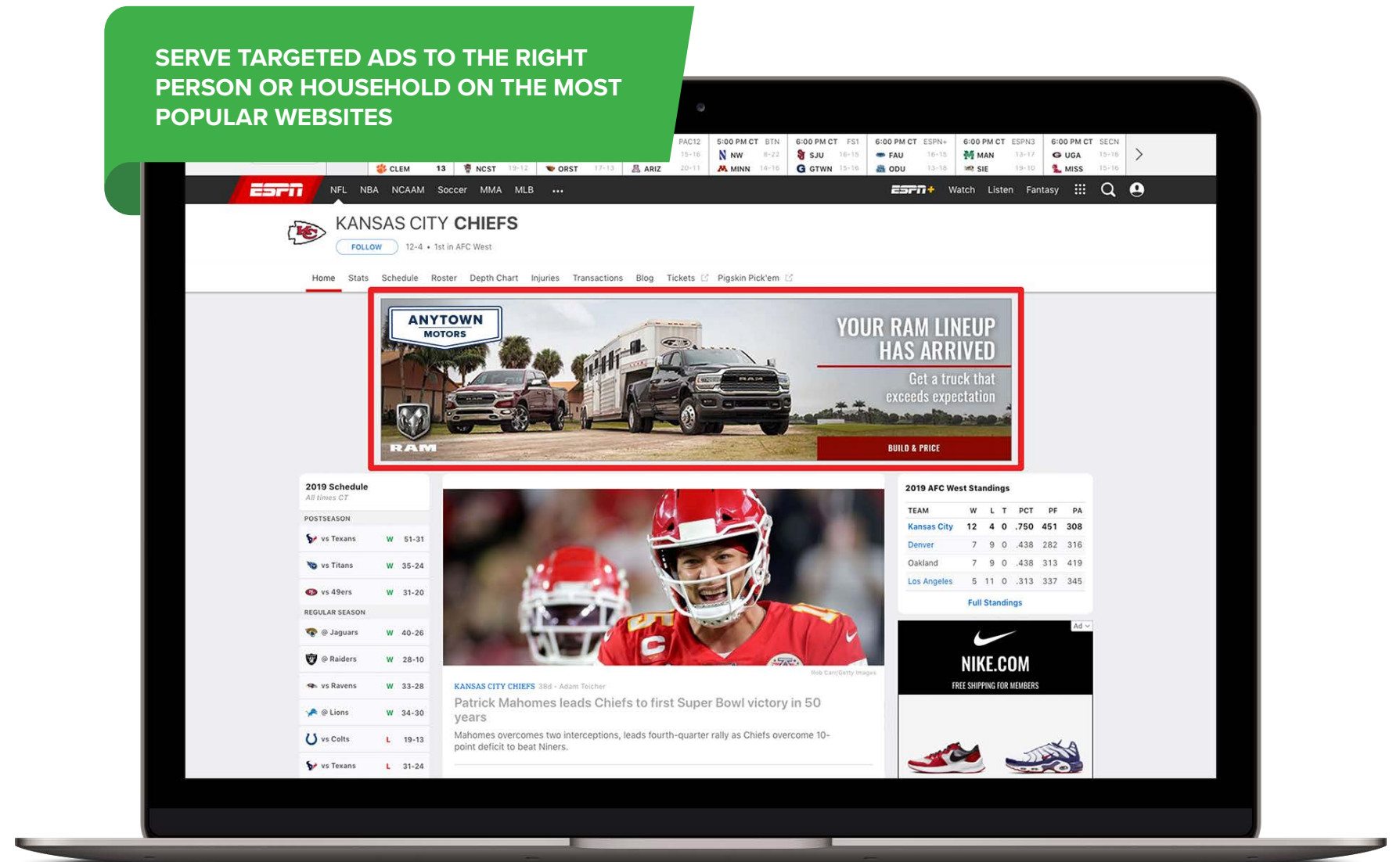
**SOCIAL MEDIA ADS**



**GeoAlert uses advanced geo-location to give your team even more ways to connect with customers, beat the competition, and build loyalty.**

Using geo-framing and GPS location, GeoAlert tells you when your customers have visited a competitor's lot, giving you more ways to deliver proven offers and opportunities at the right time.

SERVE TARGETED ADS TO THE RIGHT PERSON OR HOUSEHOLD ON THE MOST POPULAR WEBSITES



**ADS START MAKING IMPRESSIONS**

Identifies when a customer is on a competitor's geo-framed lot and sends personalized digital ads.



**GEOALERT IS ACTIVATED**

Meanwhile, AutoAlert notifies your sales team of your customer's whereabouts.



**WORKFLOW IS INITIATED**

Dealers can build workflows to ensure follow-up with the customer including automated emails, phone calls, etc.





# PROACTIVE DEALER SUPPORT

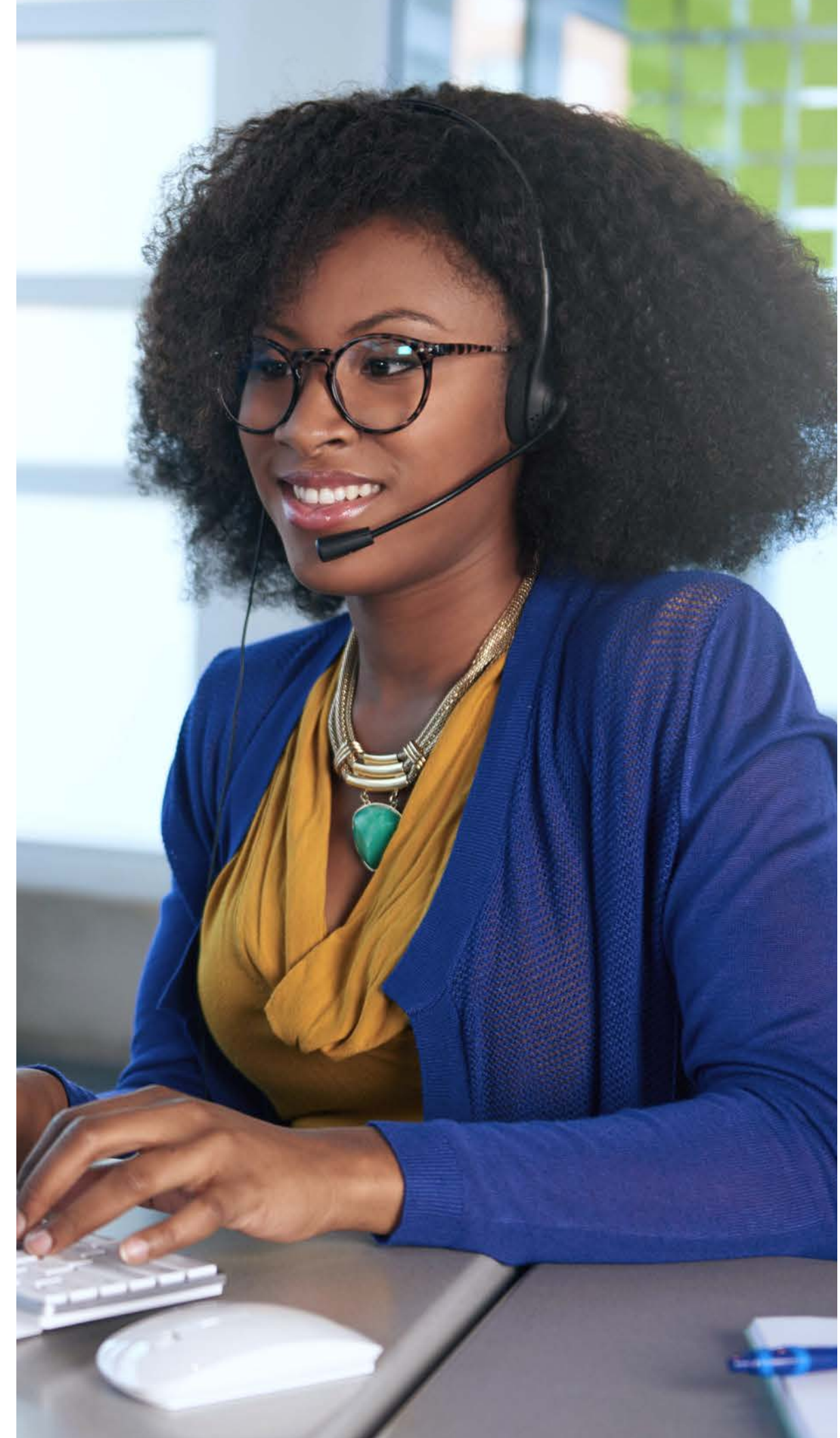
**Our award-winning training helps your team implement strategies, track progress, and hit sales goals.**

## All AutoAlert dealers receive:

- + Available in-store support
- + 24/7 access to on-demand training library
- + Virtual training webinars
- + Ability to schedule instructor-led virtual training
- + On-screen guided tutorials and tips
- + Customer support through AutoAlert's Client Care Team
- + Dedicated Account Manager
- + Onboarding Adoption Coach

## INDUSTRY LEADER IN DATA SECURITY & API INTEGRATIONS

AutoAlert is SOC2 Type II and ISO 27001 compliant, with fully redundant architecture and an open API so dealers can securely integrate other providers into the AutoAlert platform.



***AutoAlert***

Visit **AutoAlert.com/CXM**  
or call **833-256-4934** for more info!