

# MAKE EVERY CONNECTION COUNT

As a leading provider of dealership customer relationship management software, VinSolutions helps dealers make every connection count. Our products integrate dealership systems, processes and tools to deliver a single view of the customer across the business – so you can focus on maintaining relationships and making more repeat sales.

## OUR PRODUCTS



### Connect Mobile

From the lot to the service lane, stay by your customer's side throughout the sale process with the activities and opportunities of Connect CRM in the palm of your hand.



### Connect Desking

The days of sitting at a desk pushing numbers back and forth are long over. Connect Desking gives you more options to streamline the buying process and close deals faster and easier.



### TargetPro

Find hidden opportunities within your customer database with automated data-mining tasks inside your Connect CRM. TargetPro identifies high-value customer segments and helps you engage them with timely, relevant messages and offers.

## A CRM THAT DRIVES SUCCESS

VinSolutions' award-winning Connect CRM connects every phase of the buying process – from prospecting all the way through delivery – with features that uniquely set up dealerships for success:

- **Performance Management** – More than technical support, VinSolutions Performance Managers are retail automotive advisors dedicated to helping Connect CRM dealerships overcome their unique challenges, improve CRM utilization and design customized processes that drive results.
- **Proprietary Cox Automotive Integrations** – Connect CRM integrates with other key Cox Automotive solutions to give you all the tools, data and insight to run the business better.
  - **vAuto** – active leads in Connect CRM to units in inventory in Provision and make timely offers on your best source of inventory – the customers in your service lane.
  - **Dealer.com** – Log website browsing history of each customer with VinLens. VinLens gives you a live view of shoppers' activity on your Dealer.com site so you can spot leads earlier, reach out proactively with personalized messages, and make more sales.
- **Flexible, Customizable Processes** – With fully flexible processes and customizable automated responses, Connect CRM fits your dealership's unique needs and processes.