Product Excerpt
2016 Research Report & Buyers Guide

AWA
Automotive Website Awards
2016

Winner: Sales Process

ELEND ONE
ELEAD1ONE CRM

<table>
<thead>
<tr>
<th>Live Demo</th>
<th>Y</th>
</tr>
</thead>
</table>
| Pros:     | Service CRM introduction – power tool to market to customers  
            Best in Class Call Center and Virtual BDC  
            Clean UI to allow for greater user adoption and usage |
| Cons:     | Mobile app still can be slow when logging in due to downloading updates  
            Inability for dealerships to change their workflow follow-up |

ELEAD1ONE has been serving the auto industry for over 30 years and offers dealers a robust suite of software, technology, and services to help sell more cars in a digital age. Many of the top dealer groups in the United States utilize their CRM platform, such as Lithia, Sonic, MileOne, Hendricks and AMSI.

Thousands of dealers are using their CRM platform and virtual BDC services, which feature a growing list of integrations that have improved the overall experience. ELEAD1ONE also operates private labeled OEM sales and customer services campaigns that generate millions of consumer phone calls each year. In fact, ELEAD1ONE has one of the most impressive call centers that we have even seen dedicated for the auto industry.

With ELEAD CRM, dealers can access everything through one system and replace stand-alone software products. Their platform integrates core CRM for sales and service, desking tools, equity mining, lead nurturing, market pricing tools, trade-in tools, and a complete fulfillment of services that includes emails, text, direct mail, live chat, and phone calls.

ELEAD1ONE is certified for direct access to all major DMS platforms including Reynolds & Reynolds, ADP and Dealertrack DMS (aka Arkona). When dealers switch over to ELEAD CRM, there is an extensive data reconciliation process that takes place prior to implementation. From
day one, dealers can pick up where the old CRM stopped; all previous data is loaded in the
customer records.

The Dealers inventory is directly integrated with the CRM platform, which makes inserting VIN
specific model information, photos, and/or videos very easy. Creating email templates is very
easy and templates can be assigned to the standard lead handling workflows.

**Task Management**

One of the important distinctions dealers should be aware of with ELEAD1ONE is that their
CRM is task dependent. Meaning, when a follow-up schedule is attached to customer, future
tasks do not get triggered until the current task is completed.

When users are completing a task, they have the ability to choose what the next task should be
based on what took place with the customer. If the user does not change the future task, the
workflow will continue to trigger the follow-up that is setup in the system.

This allows for more relevant follow up and in turn does not allow tasks to “pile up” and
discourage dealership employees from completing their tasks.
Service CRM

Dealerships all across the country and aware the opportunities available to them in the service drive, but many are unsure on how to take full advantage of them. In 2015 ELEAD1ONE jumped head first in fixed operations to give their dealerships the ability to maximize and monetize their business in the service drive.

Dealerships no longer need a separate and stand alone product to help them follow up with their fixed operations. Service CRM gives the ability of ELEAD1ONE users to do the following and much more:

- Dealership staff completes their own live call tasks and activities
- 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 appointments in an easy-to-use online tool

The service CRM targets lead generation and follow-up opportunities, along with online services scheduling that completely integrates variable and fixed operations. Now, when a customer schedules an appointment online, it immediately goes into their CRM and allows for proper follow up.
Fully customizable work plans put the dealer in control of their service marketing program, including lead generation, appointment scheduling, follow up, and CSI. You can also design work plans to blend pre-determined triggers, such as email, phone, and text to maximize every customer touch point.

Service CRM is one of the best upgrades we have seen this year for any CRM platform. ELEAD1ONE customers should be excited to see how this product continues to grow and allow for even greater opportunities in 2016.

**Virtual BDC:**

One of the greatest advantages ELEAD CRM offers is their Virtual BDC. When dealers choose this service, every lead that comes into their dealership with a phone number is given to the Call Center. Calls can also be routed on busy periods of the day when staffing levels cannot handle all the inbound calls. The call center literally handles millions of calls a year with professionalism and transparency.

ELEAD Virtual BDC customizes every call campaign to your specific business needs and some of the highlights of this product are as follows:

- Full Integration of Sold and Unsold Showroom, Phone, and Internet Management
- BDC Plus provides 24-hour agents called ELEAD1 Response who respond to leads 24 hours a day by person and not automated response
- 800+ live call specialists
- Complete Inbound Sales and Service BDC
- Manages the Customer Journey with Smarter Phone Interaction
- Call Center has the ability to integrate with ANY CRM

Every lead that is assigned to the Call Center will receive seven phone call attempts to try and connect with the customer. Any communication to the customer is then notated in the CRM, and in the event there is opportunity for business, dealerships are notified with a “hot lead” alert in the CRM.

This then allows for not only the sales consultant to follow-up, but managers are also notified to help the sales process to keep moving forward. The Virtual BDC
Mobile App:

ELEAD1ONE has a powerful mobile app that gives managers and sales professionals complete access to customer data, dealership inventory, appointments, works plans, and communication tools. The mobile app is available for Apple and Android operating systems. Here are a few screen examples which shows the clean design and power that is available from the mobile app.

Dealers across the United States are truly embracing mobile technology to improve the customer experience and to win more sales online, since the number of showroom visits consumers make prior to purchase is down.

The mobile app comes with a driver’s license scanner, which increases the accuracy of the initial customer record for a fresh showroom up. The sales professional just snaps a photo of the front and back of the license and the software extracts the data and populates the CRM record. Any
new customer records created by the mobile app are checked for duplicates and help to prevent skates.

The ELEAD1ONE mobile app comes with a **VIN scanner** (shown above) that integrates directly with the CRM database. A customer who arrives at an appointment can be greeted by a friendly sales professional and in seconds scan the VIN on their trade-in to populate the CRM. The activity can send an alert to the used car manager that an appraisal is needed.

While the salesperson is starting to build the rapport with the customer, the used car manager can take all the data received and get the appraisal process going. The ELEAD1ONE mobile app comes with a mobile appraisal tool so all the work for the appraisal process can be done through the CRM system. Including accepting the offer right on the tablet or smartphone.

Mobile desking provides quick and accurate payment and lease options in a professional presentation that ensures rapid negotiation and response times, along with increased profit.

The mobile application is not just for sales professionals. There are a number of tools that managers can use while they’re away from their desk. For instance, the desk log can be accessed directly from the mobile app.
Desking Tools

ELEAD Desking can simplify the desking process to run more volume at higher CSI with 100 percent consistency while eliminating duplication with certified integration to all major DMS and third-party providers. Their robust desking tool includes side-by-side comparisons, aged inventory flags, used car valuations, ALG lease, defaults by credit tier, gross maximize and more. Desk any deal on an iPad, Android or any Mac or PC.

Once again, ELEAD1ONE hits the nail on the head with their desking product. Dealers can fully customize the tool to their specific needs and have the ability to present numbers to customers in the way they see fit. The ELEAD Desking software is fully integrated with Dealertrack and RouteOne.
Desking Screen

Here is an example of a lease desking screen:

With ELEAD1ONE being fully integrated with virtually every DMS, RouteOne, and Dealertrack, users can confidently and efficiently work numbers in the CRM and then push all customer data and deal structure to the appropriate sources. By having these integrations, it reduces duplicate data entry and in turn allows dealers to simplify and expedite the sales process.

Dealers can easily work and change the deal structure based on the needs of the customer. When dealers are in the Desking screen, they can easily see invoice, trade ACV and allowances, front and back gross, holdback, and the finance buy rate. With all of this data in an easy to read format, dealers can confidently work deals with customers in order to maximize gross as they see fit.
Desk Manager Views

The Desk Manager can view the eDesk dashboard to review all deals being worked and allow them to efficiently see all deals that have been presented to a customer.

There is also a separate Save a Deal Screen which allows manager go into any deal and re-work number to see if a deal can be saved and a vehicle sold.
Recall1

Recall1 is a new dynamic feature that with the help of CRM functionality can create a task for a BDC agent in the event that a customer has a recall on their vehicle. Not only can it do that, but it can seamlessly send an email to a customer if there’s a recall automatically. It also allows sales professionals to better organize their customers’ information. It will mark certain records, as needed, to be contacted. Then the dealer can push that task to the call center, BDC, or set up an email notification to them.

Recall1 works with AutoPilot to identify the users who need a recall and then builds the templates for what you will be sending to potential clients. This recall automation can be outsourced to one of the call centers that are integrated with their CRM.
The transaction rate is a KPI for service marketing and gives dealers a standard to measure their current success against. Performance Managers keep an eye on your transaction rate and can alert the dealer if any metrics or rates dip too low. This is a rare feature that is not offered by any other CRM companies.

**Major Integrations**

ELEAD1ONE is now integrated with CallRevu, Century Interactive, Call Measurement, Call Source, and Who’s Calling. These integrations have allowed them to enhance the call tracking and data collecting capability of their CRM platform.

It’s now as easy as one-click and the call is made right through the CRM. The API allows you to link the call to a person who may have submitted a lead. The desk manager can listen to the call, and when it’s confirmed that it’s a prospect, it can be saved and matched up in the CRM, or create a new record for the prospect. All the time consuming data entry work is done for you and works great on the desktop. The feature is not yet available on the mobile app.

**Email Marketing**

ELEAD1ONE is doing some impressive things to help elevate the capability of dealers looking to use email marketing to its fullest potential. In order to avoid getting blacklisted, which occurs when you send more than one email to a potential customer in the same minute, they employ multiple email servers across the country and throttle each email campaign.

This means sending one campaign from one server and then sending the next from another server. By doing this, it allows more emails to get to the customer and market to them accordingly.
LotFetch is another innovative feature provided in the ELEAD1ONE’s CRM. Say a customer comes in looking for vehicle on the lot and doesn’t find it. But then a week later someone trades in that vehicle or one like it. With this new feature, sales professionals will be able filter the leads down to any person that was interested in that vehicle. Dealers can then send a custom or automated email to those leads instantly.

The ELEAD1ONE platform provides a robust set of integrated sales and service tools to empower the dealership. They are committed to improving dealership access to all of their data, as well as streamlining the process with an immersive mobile app. They also offer the security of a dedicated automotive virtual BDC to assist with all the opportunities that are unknown or could be mined from the rich data in the DMS.

Summary

ELEAD1ONE continues to be a best in class CRM, but what is great to see is they are continuing to improve upon and make their CRM even more relevant to dealers needs and wants. All CRM’s have their unique way of doing things, but ELEAD1ONE simplifies task management with their clean user interface, allows for management to easily inspect processes and hold their team accountable, has a virtual BDC that is one of the best in the industry, and lastly, the CRM does what it supposed to do. If dealers are shopping for a CRM, ELEAD1ONE needs to be at the top of the list.