

One user-friendly platform. Optimizable for every OEM.

A CRM built by dealers, for dealers.

Drive up your revenue while driving down vendor fees with XRM, a fully integrated CRM powerhouse built by dealers, for dealers. XRM helps you convert more leads into more sales, adds more gross per lead conversion with optimized communication templates, and more.

40% higher lead conversion rate with built-in best practice workflows

Key Features:

- Fully integrated and simple to use
- Customer and lead management task consolidation
- Automated customer follow-up
- VIN/driver's license scanning
- OEM incentive and factory program data access
- Showroom activity tracking



A CRM to fit your needs.

Control costs by using only what works for your store. Customize your CRM with these beneficial add-ons.

ATM

Access professional email templates to contact customers with a relevant message and structure, ensuring the email lands in their inbox and gets opened.

Dealer Track Credit Push

Push customer information to Dealer Track for credit decisioning.

Direct Desk

View rates, incentives, and residuals based on vehicle selection and customer credit history via MarketScan.

Direct Text

Send and receive text messages to and from your customers and track all message opt-outs within the XRM platform and mobile app.

Email Premium

Receive two vanity email domains—.com and .net—and seven dedicated IP addresses for your dealership or group only email traffic.

Mobile DL Scan

Scan a customer's driver's license while on the lot and store the image and record forever with the ability to print for deal packets.

Results Based Follow-Up

Generate the next scheduled follow-up on the customer based on the results.

SavvyCards

Capture prospect names and numbers with every share of your digital business card that feeds directly into your CRM

Voice Valet

Initiate a ringless call with a prerecorded message by the GM or Dealer Principal available for three triggers - internet follow-up, showroom follow-up, or sold follow-up.

XRM AI Powered by Conversica

Conduct automotmous communication with your leads and contacts using an AI Assistant that will initiate contact, intelligently interpret replies, and craft tailored responses to engage prospects and identify those who are genuinely interested in taking the next step.

XRM Video

Engage your customers with more than a written email or phone call. Record a video and quickly and easily send the video via email or text.

