

## 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.



Affinitiv.com/XRM solutions@Affinitiv.com 844-378-0200





# 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 informaiton 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.

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#### **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 hte image and record forever with the ability ot 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 reprecorded message by the GM or Dealer Principal available for three triggers internet follow-up, showroom follow-up, or sold followup.

#### **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.



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