



TEST DRIVE
The most powerful
suite of dealer tools
to hit the road.

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OEM/DMS
CERTIFIED
SOFTWARE
SOLUTIONS

Oplogic
DEALER OPERATIONS SIMPLIFIED

FULL SERVICE.

Harness superior power, performance and value for your dealership.

Oplogic "Deal Operator" CRM offers the industry's most advanced single solution to effectively & efficiently manage your customer and business operations. With our suite of powerful integrated solutions, Oplogic is redefining dealership strategies by staying one step ahead of consumer expectations. Together these features provide leading-edge technologies that help you operate your business to its highest potential. This image gives a glimpse of the many featured components.



REDEFINED: Customer-focused functionality.

Identity Authentication & Fraud Prevention

Our patented, web-based software instantly authenticates customer ID information in compliance with state and federal regulations.

CRM

Easy-to-use web-based CRM tools ensure that your sales and service staff are successful in maintaining a dialogue with every potential prospect and customer.

Lead Operator

Our Certified OEM Internet Lead Management system streamlines delegation and responsiveness to internet leads in real time with email, phone, and text.

Exchange Operator

Discover real-time vehicle conquest exchange opportunities for service customers based on equity, lease ending, and credit-worthiness.

Quick Connect™

Connect and track communications with customers in less than 30 seconds from lead submission, increasing the success rate of appointments and deliveries.

Call Measurement

Track, measure, and fine-tune (train) variable and fixed operation calls for increased vehicle and product sales performance.

Equity Operator

Discover equity and lease ending opportunities based on current lease or finance profiles. Real time associate text/email alerts for in Service customers.

Call Operator

Inbound/Outbound Call, Text and Main Line tracking and recording. Sales, Service, Parts, BDC, and Marketing performance analytics by Store/User.

Desk Operator

Our industry-leading deskung application allows sales managers to quickly process deals with guaranteed rates, residuals and rebates.

Finance Operator

Our flexible interface allows multiple custom product categories molded to your store's offerings resulting in attuned product presentation.

Integration

Oplogic offers certified real time integration with most DMS systems including R&R, CDK, DT, MPK, as well as credit aggregation services such as Route One and DealerTrack.

Compliance Operator

In order to protect our clients, Oplogic is committed to data privacy and maintaining compliance with all state and federal legal requirements.

Training

Our team is committed to providing unlimited web and hands-on, comprehensive training to our clients. By fully understanding and utilizing Oplogic products, your staff will deliver increased sales and profits.