

Automotive Retail Cloud CRM

Break down barriers of siloed data and multiple sign-ons by having a CRM that is a seamless extension of DMS and all other operational systems.



Powerful intelligence for best-in-class experiences

- Advanced Machine Learning (ML) and Artificial Intelligence (AI)
- Improved Visibility
- Simplified Lead Management
- Smart Sales and Service Suggestions
- Actionable Data
- Next-Generation Mobile App

Sync customer data in real time, keeping it clean. As the amount of data grows, AI increases its value and power over time.

Turn your prospects into customers quickly and confidently, with a few clicks.



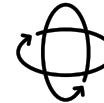
Track lifetime household value

of each customer's entire household for actionable data and invaluable insight into CSI trends.



Score buyer sentiment

with advanced ML to identify customers with a higher propensity to purchase or come back for service.



360° view of customer data

allows visibility into all customer interactions for meaningful insights from creation to close.



Report real-time insights

into how processes are working with advanced reporting and customizable dashboards.



Communicate directly with customers

through the channels they prefer, all within their unique record.



Advanced campaign functionality

simplifies marketing efforts by creating targeted lists and marketing to customers right from ARC.