



AutoLoop Partners With Infomedia to Revolutionize Service, Maximize Dealer Profitability

Innovative Collaboration Produces Groundbreaking Fixed Ops Suite to Debut at NADA 2016

CLEARWATER, FL, USA, March 30, 2016 /EINPresswire.com/ -- [AutoLoop, LLC](#), the leading provider of auto industry marketing and customer relationship management solutions along with

[Infomedia](#), the leading provider of auto industry parts and service selling systems, today announced their new agreement to provide an end-to-end complete fixed operations workflow solution.

The AutoLoop logo is displayed in a large, bold, orange font. Below it, the tagline 'Retention Through Engagement' is written in a smaller, black, sans-serif font. The entire logo is enclosed in a thin black rectangular border.

AutoLoop™
Retention Through Engagement

As a result of the strategic collaboration between the two companies, AutoLoop's [Fixed Ops Suite](#)—the industry's first, and only, totally integrated, end-to-end service platform—now delivers multiple dealer advantages, including automatically updated VIN and OEM pricing data, instant parts availability and cost, exact-price quoting and real-time RO status updates. The companies plan to debut the system's latest components during the NADA Convention & Expo at the Las Vegas Convention Center from March 31-April 3 at AutoLoop's Booth #2957C.

"With almost three decades of pioneering after-sales solutions for global customers, Infomedia promises to be an invaluable partner for AutoLoop," said AutoLoop Chief Operating Officer Matt Rodeghero. "Their contributions to our Fixed Ops Suite have helped us turn a comprehensive customer scheduling solution into a complete, end-to-end platform that streamlines and expedites each step of the service process."

AutoLoop already offers many of the industry's foremost service solutions, including Book™, a 24/7 online customer scheduling system; SmartLane™, a robust, wireless check-in and walk-around tool; and Contact two-way SMS messaging. "By integrating additional functionality from Infomedia's SuperserviceSM, AutoLoop's Fixed Ops Suite now allows dealers to immediately present customers with quotes that can even include photos or video. Exact parts pricing and real-time status updates help free up advisors to concentrate on customers, and the system alerts dealers to every possible profit opportunity at each point in the process," Rodeghero said.

According to Karen Blunden, CEO, IFM Americas, "Dealers are looking for solutions that are highly integrated and drive increases in both customer satisfaction and profitability. With the pressures they are facing in front-end sales operations, most dealerships fixed operations team members need to significantly increase their efficiency and effectiveness. By implementing AutoLoop's industry-leading on-line appointment and mobile service reception process, combined with SuperserviceSM, dealers experience significant increased sales of identified upsell work along with overall improvements to customer retention."

Known for its expert analysis, commitment to accuracy and ongoing product innovation, Infomedia's

information solutions are used by nearly 150,000 users around the world to accelerate profitability and enhance the customer service experience. "Incorporating Infomedia's considerable expertise and global experience is already proving to be a game-changer," said Rodeghero. "Dealers will see more appointments, more approvals, more hours per RO, certainly more customer satisfaction...and ultimately, more profits. And we're excited about partnering with the Infomedia brand to continue that in the future."

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About AutoLoop:

Since 2005, AutoLoop has helped automotive dealerships nationwide increase sales, improve client retention and achieve overall higher customer satisfaction ratings. With the AutoLoop Customer Engagement Suite -- an all-encompassing platform that includes everything from CRM and automated messaging to equity mining, service scheduling and more -- AutoLoop is the industry's first and only single-vendor, end-to-end marketing and engagement solution. An Inc. 500 company with nearly 60 million names in our database and over a billion individual communications initiated, AutoLoop is passionate about being America's best customer retention partner for progressive dealerships.

About Infomedia:

Infomedia (ASX: IFM) is a leading global provider of SaaS solutions to the parts and service sector of the automotive industry, supplying online parts selling systems, sophisticated service selling systems, a range of publications, data analysis and information research to over 150,000 users of products in more than 186 countries. For more information, visit <http://www.infomedia.com.au>.

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