



GM Approves Book, AutoLoop Online Scheduling Tool for Auto Dealer Use Through GM Digital Marketing Website

CLEARWATER, FL, UNITED STATES, April 2, 2016 /EINPresswire.com/ -- [AutoLoop, LLC](#), the leading provider of auto industry marketing and customer relationship management solutions, today announced that GM has added AutoLoop [Book](#) to their exclusive list of approved scheduling tools. Dealers are



now authorized to use all the advanced features of Book's Online Customer Appointment Scheduler on their GM Digital Marketing websites.

Book provides multiple highly personalized service scheduling options through its customer web access. The customer can easily schedule appointments, view OEM or dealer recommendations and good/better/best menus, see historical service records, review maintenance reminders and respond to dealer specials. Customers can also select transportation options and preferred service advisors.

In addition, Book's extensive dealer portal allows monitoring of lane and appointment activity to further improve customer experience while also maximizing advisor efficiency. And Book ensures flexible capacity management including team, skill, and duration.

"As one of the most user-friendly and feature-rich automotive scheduling programs available, AutoLoop Book will start benefitting our GM dealers immediately," said Matt Rodeghero, AutoLoop Chief Operating Officer. "It completely streamlines the service drive, boosts service sales, raises overall productivity and increases customer satisfaction—and its full BDC-integration makes it even more powerful."

AutoLoop has created the industry's only true [end-to-end complete single-vendor marketing and engagement solution](#) for streamlining operations and boosting dealer revenue. With full product integration, dealers are able to seamlessly access, utilize, manage and customize program modules, ensuring a streamlined workflow and eliminating the need for multiple products from various vendors.

Dealers interested in finding out more about Book or AutoLoop's full customer engagement suite, can visit Booth #2957C at the 2016 NADA Convention and Exposition, March 13-April 3, at the Las Vegas Convention Center, call: 877-850-2010 or visit: [AutoLoop.com](#).

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 50 million names in its database and over a billion individual communications initiated, AutoLoop is passionate about being America's best customer retention partner for progressive dealerships.

SARA CALLAHAN

7272882159

email us here

Carter West Public Relations

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