

Auto/Mate Integrates DMS with Unotifi, Expanding Auto Dealers' Mobile Relationship and Customer Retention Marketing

ALBANY, NY, UNITED STATES, August 15, 2016 /EINPresswire.com/ -- Auto/Mate Dealership Systems today announced the integration of its dealership management system (DMS) with Unotifi, a pioneer in mobile relationship marketing and customer retention for auto dealers.



Benefits to dealers using both Auto/Mate's DMS and Unotifi solutions include increased data gathering and intelligence about a dealership's customers, the ability to automatically text customers when their vehicle is ready or special parts order has arrived, the ability to set up a personal information page (PIP) for each customer, and more.



Integration with our DMS creates a seamless experience and provides greater visibility into customer history and probability of purchasing.

Mike Esposito, President and CEO, Auto/Mate

"Unotifi's solutions make it easy for dealers to communicate with their customers the way customers prefer to be communicated with, which these days is mostly by text and using mobile devices to access information online," said Mike Esposito, President and CEO of Auto/Mate Dealership Systems. "Integration with our DMS creates a seamless experience and provides greater visibility into customer history and probability of purchasing."

"Auto/Mate has been great to work with, providing a complete integration for a very low cost which helps to keep our prices competitive for auto dealer customers," said Fred van der Neut, founder and President of Unotifi. "Additionally, Auto/Mate provides world class customer support and their software is very intuitive and user friendly, making it even easier for our customers to implement and benefit from our solutions."

Auto/Mate's dealership management system, Automotive Management Productivity Suite (AMPS), is a comprehensive solution offering robust functionality for any size dealership or auto group. AMPS provides dealers with advanced reporting capabilities along with the best customer service in the industry.

For more information, visit <http://www.automate.com> or call 877-829-7020.

About Unotifi

A pioneer in Mobile Relationship Marketing, Unotifi is the most advanced customer retention and mobile relationship management service for the automotive industry. Founded in 2010 by Fred van

der Neut, Unotifi is based in Houston, Texas and supports franchise dealers and aftermarket service centers throughout the U.S.

Unotifi introduced its fully integrated system in November 2011, and launched its industry standard-setting Communicator text messaging platform a few months later. As a pioneer in Mobile Relationship Marketing and customer engagement, Unotifi continues to introduce CRM tools like Mobile Alerts and its Service Business Development Center program that deliver more sales and higher customer satisfaction levels.

By offering its customers state-of-the-art and value-based technology, Unotifi has repeatedly demonstrated its ability to increase customer satisfaction and retention, while improving dollars per Repair Order (RO) and frequency of customer visits.

For more information, visit www.automotivemarketingcrm.com

About Auto/Mate

Auto/Mate Dealership Systems is a leading provider of dealership management system (DMS) software to retail automotive dealerships, typically saving dealers thousands of dollars per month from their current provider. Our Automotive Management Productivity Suite (AMPS) is a user-friendly, feature-rich DMS in use by more than 1,200 auto dealers nationwide. Auto/Mate has received DrivingSales Dealer Satisfaction Awards in 2012, 2013, and 2014.

Auto/Mate's employees have more than 940 years of combined experience working in franchised auto dealerships, the foundation of its "Designed By Car People For Car People™" slogan. Auto/Mate is committed to winning its customers' business each and every month with no long-term contracts and free software upgrades. For more information follow us on Twitter @AutoMateDMS and subscribe to our blog at www.automate.com/blog.

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