



Auto/Mate Completes Integration with Dominion Sales Center CRM, Enhancing Actionable Customer Insight for Auto Dealers

ALBANY, NY, UNITED STATES, August 22, 2016 /EINPresswire.com/ -- Auto/Mate Dealership Systems today announced the integration of its [dealership management system](#) (DMS) with the award-winning Dominion Dealer Solutions' Sales Center CRM. Dealers using both Auto/Mate and Dominion's automotive solutions will benefit from enhanced customer insight expedited by real-time updates of customer, vehicle, service and deal information in both systems.



"In today's competitive and fast-moving environment, it's critically important for dealers to have accurate and actionable information when responding to customer inquiries and to leads," said Mike Esposito, president and CEO of Auto/Mate Dealership Systems. "That's why it's important for the DMS and CRM to be integrated with bi-directional updates, as opposed to one-way data extracts delivered via batch deliveries."

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Mike Esposito, President and CEO, Auto/Mate

"We're excited to partner with Auto/Mate DMS to provide our mutual dealers with a low-cost, highly efficient integration," noted John Hardacre, product manager for Dominion Dealer Solutions' Sales Center CRM. "The integration process was fast and inexpensive, helping keep our CRM solutions affordable for our automotive dealer customers."

Since 1998, Dominion Sales Center has been used by thousands of automotive professionals. Its speed, ease of use and accountability tools make it a quickly adopted CRM tool. Leads of virtually every type (showroom, internet, phone, service, etc.), are funneled into a single CRM system to drive processes and results in both fixed and variable operations. In addition, Sales Center features campaign management and services to facilitate targeted marketing needs.

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 is intuitive, easy to use and 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 Dominion Dealer Solutions

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion's Progressive Retail Platform™ includes customer relationship (CRM) and dealer management systems (DMS) with actionable intelligence from the Microsoft Dynamics platform. The Progressive Retail Platform™ also contains lead management and equity mining technology, inventory management analytics, social media marketing and reputation management solutions. Dealers nationwide purchase custom lead generation and digital marketing tools from Dominion including: responsive design websites, SEO, SEM, digital advertising, multi-channel marketing, specialized data aggregation, mobile apps and market reports. OEMs and auto dealers nationwide utilize Dominion Dealer Solutions' technologies to solve their marketing challenges. Dominion Dealer Solutions is redefining automotive retail by delivering first-class customer experiences for local car buyers. For more information, visit our website, like us on Facebook, Pinterest or YouTube, or follow us @dominiondealer.

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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