

ELEAD1ONE Introduces DealBuilder Digital Retailing Solution for Auto Dealers

Game-changing application is designed to keep dealerships central to the online car-buying process

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ELEAD1ONE today introduced [DealBuilder](#) for auto dealerships, an online car-buying application that guides customers through the entire vehicle

purchase process with the involvement of dealership personnel. DealBuilder can be used either in-store with DealerBuilder Showroom, or on a dealer's website with DealBuilder Online.



“Our vision for the future of digital retailing keeps dealerships central to the online car-buying process, unlike third-party solutions that plan to sell partially completed deals as leads to auto dealers,” said Bill Wittenmyer, Partner of ELEAD1ONE. “Although DealBuilder can be used to complete the entire purchase process online, in the near term we think most customers will start their deals online and come into the dealership for test drives and to sign papers.”

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More than 80% of car buyers want to complete one or more steps of the vehicle purchase process online. DealBuilder allows dealers to meet their expectations while controlling the entire process.”

*Bill Wittenmyer, Partner,
ELEAD1ONE*

DealBuilder is fully integrated into [ELEAD1ONE CRM](#) and can be used on a desktop, mobile tablet or smartphone. The Showroom and Online versions are synchronized so that a customer can start a deal online, save it and come into the store to complete it; or the customer can start a deal in the store, then finalize it from home or work.

DealBuilder Showroom enables salespeople to be fully mobile while guiding customers through the car-buying process. Salespeople can interact with customers and progress through each step whether they are out on the lot, at home or running errands.

CRM integration allows salespeople to use DealBuilder on their mobile device to access metrics, view appointments, complete tasks, add notes, manage customer contacts and see who's “On Point” to take the next up.

Lexus of Wesley Chapel in Wesley Chapel, FL has been testing DealBuilder Showroom for two months. Twenty-one salespeople are using the app on iPads to walk customers through the entire journey from start to finish. They use DealBuilder to show inventory, confirm quotes, communicate with their managers, fill out credit apps and to scan drivers licenses before test drives.

“No matter where the salespeople are on the property they never have to leave the customers' side.

The app shows our customers that we respect their time and the salespeople love it,” said Jordan Johnson, Director of Strategy for Lexus of Wesley Chapel. “DealBuilder empowers our salespeople to do more and is simply the intelligent way to do business in 2018.”

DealBuilder Online is designed for use on a dealership’s website. While viewing inventory, the customer sees the option to “Build Your Own Deal” or “Buy Now.” The customer can save vehicles into a “Virtual Lot” as they continue to browse, and use the application to view side-by-side comparisons.

Custom notifications alert salespeople and managers when a deal is created online and when a customer has questions or progresses to the next step. A built-in chat application instantly connects the customer with a salesperson and can be used for price negotiation or to get help through the process.

To obtain a remote trade-in evaluation, customers upload vehicle photos and fill out a detailed damage report. A dealership manager evaluates the information and extends an offer that the customer can accept, decline or contact the dealer for more information.

When using DealBuilder Showroom, salespeople can use a built-in VIN scan to scan the customer’s VIN and fill out a damage report while they’re with the customer at their vehicle. Once the information is posted to the CRM, an instant trade offer pops up on the screen.

DealBuilder’s built-in desking tool allows customers to compare payments, change terms and add aftermarket products. Online F&I presentations recommend products and present all necessary disclosures.

DealBuilder is the only digital retailing solution on the market that calculates accurate payments to the penny, incorporating state and local taxes and fees, as well as the consumer’s credit score into the final price. The ability to offer accurate pricing is pivotal to guide the customer to the final step, which is the retail installment agreement.

Once a customer accepts an offer, DealBuilder encourages them to schedule a test drive at the dealership. Once there, salespeople can use DealBuilder Showroom to map the test route and manage the test drive process. DealBuilder gives turn-by-turn directions so drivers stay on route and the application also tracks distances, route information, braking information and average speed.

Once the test drive is complete, the customer can apply for credit while at the dealership or home. If the credit application is declined, DealBuilder encourages the customer to contact the dealership. If approved, DealBuilder generates a set of documents that the customer can e-sign, or the customer can come into the dealership to sign the final documents.

“More than 80 percent of car buyers want to complete one or more steps of the vehicle purchase process online,” said Wittenmyer. “DealBuilder allows dealerships to meet customer expectations while retaining control of the entire process.”

To see a demo of DealBuilder in action, visit Booth # 3760C at the NADA Convention & Expo, March 23-25 in Las Vegas, NV. [Make an appointment online](#) or call 855-983-9470.

For more information visit <http://www.elead-crm.com>.

About ELEAD1ONE

ELEAD1ONE, the benchmark in automotive software, helps dealers bridge the gap between sales,

service, and marketing operations. The company's automotive-only contact center, CRM, and service drive technologies are the foundations of their unique suite of products that drive its clients forward through strategic business advantage. Headquartered in Georgia, ELEAD1ONE has over 1,500 employees nationwide and serves more than 8,000 dealerships across the United States and Canada, including six of the top ten dealer groups.

ELEAD1ONE continues to lead the industry standard by providing insight to the community, identifying trends, and through the continuous development of personalized retail solutions that help dealers operate more profitably. For more information, visit our Website, like us on Facebook, YouTube, or follow us on LinkedIn, Twitter, and Instagram.

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