

# ELEAD1ONE Takes Home Three Automotive Website Awards (AWA), Presented by PCG Companies

ATLANTA, GA, UNITED STATES, April 10, 2018 /EINPresswire.com/ -- ELEAD1ONE today announced that its [DealBuilder](#) digital retailing platform was honored with two 2018 Automotive Website Awards (AWA) at the NADA Convention & Expo. Additionally, ELEAD1ONE's [Service1One](#) service retention suite took home an AWA award in the Fixed Ops category. The three awards were presented to ELEAD1ONE at a ceremony hosted by PCG Companies on March 22nd at the Aria Resort & Casino in Las Vegas, NV.



“Digital retailing was a major theme at NADA this year, and the response to our rollout of DealBuilder

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*Bill Wittenmyer, Partner,  
ELEAD1ONE*

was incredible,” said Bill Wittenmyer, Partner with ELEAD1ONE. “We are thrilled that forward-thinking dealers are embracing this new technology as a way to attract new customers and improve their car-buying experience.”

PCG Companies’ Vanguard award is a new category this year, presented to companies and products leading the way in new developments in the automotive industry. A statement on the AWA website summarizes why ELEAD1ONE received this prestigious honor:

“The portable DealBuilder Showroom and the Online app provide all the tools for dealership personnel to manage the buying process. It is structured to be convenient and satisfying for the consumer and yet, highly informative for dealership management. A key separation factor of DealBuilder is that the financial calculations are done with ELEAD1ONE’s industry-leading desking suite, and payments are calculated to the penny in all 50 states and counties in the U.S. DealBuilder can truly facilitate the entire process - automated and streamlined – all the way through loan and lease documentation and delivery.”

DealBuilder is a digital retailing application that guides customers through the entire car-buying experience, while allowing dealers to own the leads and retain control throughout the process. DealBuilder can be used either in-store with DealerBuilder Showroom, or on a dealer’s website with DealBuilder Online. The Showroom and Online versions are synchronized for a seamless online to offline experience. Both apps are fully integrated into [ELEAD1ONE CRM](#) and can be used on a desktop, mobile tablet or smartphone.

According to PCG Companies, ELEAD1ONE's Service1One platform distinguishes every important step in the dealership service experience, from intake to repair completion, while streamlining operational processes and incorporating crucial marketing tools to help dealers capitalize on every possible sales opportunity.

The Service1One suite centralizes every component of service drive technologies into one comprehensive view; including online service scheduling, lane applications, multi-point inspections, shop management, automated marketing and service advisor training.

For more information about DealBuilder and Service1One, 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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