

Affinitiv Announces “Revenue Rescue” Webinar Series

Free monthly webinars designed to help auto dealers maximize revenue potential

CHICAGO, IL, UNITED STATES, August 20, 2018 /EINPresswire.com/ -- Affinitiv, a leading provider of innovative [marketing and software solutions](#) to dealerships, today announced a free educational webinar series for auto dealers. “Revenue Rescue” webinars will take an in-depth look at the solutions, strategies and safeguards proven to help auto dealers maximize their revenue potential from common challenges they face every day. Every month a new topic will be presented.



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Scot Eisenfelder, CEO, Affinitiv

“The goal of this webinar series is to answer the questions we frequently hear from dealers,” said Scot Eisenfelder, CEO of Affinitiv. “Our experts will show dealers how to tap into overlooked resources that can help them recover revenue that’s often left on the table.”

The first webinar is titled [“The Right Side of Recalls”](#) and is scheduled for Wednesday, August 22nd at 1 p.m. EST.

“The Right Side of Recalls” will share recall management best practices that build customer trust and generate repeat business. In this webinar, Affinitiv will reveal the most effective strategies on how to alert customers and create a sense of urgency to drive them into your service lane. Webinar attendees will learn how to:

- Use events to support their recall strategy
- Create a multi-channel marketing plan to reach more recall customers
- Increase service appointments
- Convert recall ROs into loyal customers

“When faced with a recall, many dealers are unsure how to get the word out or make the most of the opportunity,” said Eisenfelder. “We want to take the stress out of recall events and ensure dealers see them as a chance to connect with customers, not as a burden.”

To register for “The Right Side of Recalls” or to learn more about Affinitiv’s webinars, click on this link: <https://www.affinitiv.com/revenue-rescue-affinitiv-webinar-series/>

[About Affinitiv:](#)

Affinitiv is a leading marketing technology company serving automotive manufacturers (OEMs), dealership groups, and individual dealers. Affinitiv’s Connectiv1 Platform is designed to provide a 360° view of customer, vehicle, dealership and marketing campaign effectiveness all in one place. Connectiv1’s advanced predictive analytics engine makes it easy for auto dealerships to leverage data and target customers with the right message at the right time on the right

communications channel.

Affinitiv enables dealerships to produce, manage, measure and optimize omni-channel communications to drive brand loyalty and increase revenue. Affinitiv's digital and analytic capabilities support a consistent customer experience through the entire ownership lifecycle. Affinitiv was formed in 2016 and is headquartered in Chicago, IL.

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