

Darwin Automotive Launches New Assistant for F&I Managers: "Darwin Bird Dog"

ISELIN, NEW JERSEY, UNITED STATES, January 7, 2019 /EINPresswire.com/ -- [Darwin Automotive](#), a leading F&I software provider for the automotive industry, today announced the release of a new assistant for F&I managers: "Darwin Bird Dog." Bird Dog becomes the F&I manager's personal follow-up assistant, enabling them to perform intelligent marketing directed at customers who don't buy F&I products at the time of vehicle purchase.



According to Phillip Battista, CEO Darwin Automotive, while the average closing ratio for F&I products via phone call followup is 6-11%, Bird Dog is expected to help F&I Managers increase those closing ratios to over 25% "Bird Dog goes after the lost revenue and keeps it in the dealership, while allowing F&I managers to drive the entire process," said Battista.

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For years F&I managers have longed for the ability to follow up with customers who fail to purchase F&I products. However, they lack the time. Bird Dog enables them to finally accomplish this goal.”

Phillip Battista

Utilizing Darwin's patented technology, Bird Dog enables F&I Managers to conduct creative and personalized marketing to customers after vehicle delivery has occurred. This highly-targeted marketing is based on the customer's driving habits including mileage, length of ownership, repair rates, theft rates, and road conditions, all

without having to ask the customer a single question.

The F&I manager is in full control of all Bird Dog marketing activities and personally sets up the electronic contact schedules, i.e., 3-months, 6-months, or a year; and also selects the messaging. Once contacted, customers are directed to Darwin Direct, where they can purchase the products from the dealership. At that point the F&I manager is notified to complete the transaction. Bird Dog delivers personalized messages to customers at no additional cost, utilizing current communication methods consumers prefer, including email and text messaging.

"For years F&I managers have longed for the ability to follow up with customers who fail to purchase F&I products. However, they lack the time. Darwin Bird Dog enables them to finally accomplish this goal and will be provided at no cost to all our customers as a thank you for being loyal customers!" Battista stated.

Darwin currently operates in all 50 states. Over 3,600 dealerships nationwide have enrolled in Darwin Automotive's leading F&I software, which is endorsed by several top F&I product companies, agencies, and OEMs.

For more information, or to schedule a product demonstration, call: 1-732-781-9010 or visit: <http://www.darwinautomotive.com>.

About Darwin Automotive:

More information is available at <http://www.DarwinAutomotive.com>, or by calling 1-732-781-9010.

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