



# SnapCell's Car Dealer Software Takes 2nd Place in Vendor Shark Tank

*SnapCell, an international car dealer software developer, took second place in the Kain 2023 Vendor Shark Tank at the 18th annual Digital Success Workshop.*

TAMPA, FLORIDA, USA, May 31, 2023 /EINPresswire.com/ -- [SnapCell's](#) industry-leading car dealer software has made waves around the world and recently took second place in the Vendor Shark Tank portion of the Kain Automotive 2023 Digital Success Workshop. The competition was fierce and pitted SnapCell against some of the industry's finest.

## The Need for Car Dealership Software

Once, car dealers primarily did business in person. However, digital shopping has become much more popular today. Would-be customers appreciate the ability to shop via a dealer's website and communicate digitally with salespeople. 95% of vehicle buyers use digital sources to inform their decision, and twice as many consumers start their search online rather than at a dealership.

According to [Google Data](#), the "watch" time for test drive and walk-around videos on sites like YouTube has grown by over 65% since 2021. All told, [prospective car buyers spend around 14 hours online](#) during their search for a vehicle. Businesses lacking car dealer software have a harder time meeting these expectations and may fail to convert website visitors into customers.

"It's a different world today," Brent Williams, the CEO of the company explained. "Dealerships must be ready to communicate with prospective buyers at multiple points in their journeys and utilize digital technology to do so."

SnapCell was designed specifically for today's purchase trends and benefits dealers and customers by streamlining the process, ensuring transparency, and improving communication capabilities.

## What's Under the Hood?

SnapCell is a modern solution for a digital world designed to connect people with people. This car dealer software delivers seamless operation and powerful features across iOS, Android, and

desktop devices, helping dealership teams focus on delivering an outstanding experience to every customer, even if they're not physically present at the dealership.

**Centralized Messaging** – One of the single most powerful features of SnapCell's car dealer software is the ability to centralize messaging with customers. Video, SMS, Facebook Messenger, livestream, and Instagram communications all live within a central hub for easy access by sales teams and to ensure a seamless, positive customer experience.

**Industry-Best Integration** – Too often, digital tools don't play well together. SnapCell guarantees its car dealer software integrates with today's top CRMs and DMS systems through API or ADF XML partnerships.

**SMS** – SMS messages are read within minutes, making them the single most powerful communication tool available to dealers. SnapCell Messenger is TCPA-compliant and allows salespeople to chat directly with customers.

**AutoStitch** – SnapCell allows dealers to create comprehensive vehicle walk-around videos, stitch fresh introductions to preexisting videos, and more to deliver a complete customer experience.

**AutoEngage** – In addition to vehicle walk-around videos and introductory videos, SnapCell empowers salespeople to stand out with automated welcome videos sent to customers after their first digital inquiry. This car dealership software can even automate the video creation process with the built-in VideoBots tool to create walk-around videos without any need to physically walk around the vehicle.

**Social First** – Customers expect the businesses they patronize to have a social media presence, but managing one can be challenging for car dealers. SnapCell's SocialBoost tool integrates directly with today's most popular social networks and offers video publication with the touch of a digital button.

"We designed SnapCell to address the current needs of car buyers and dealerships, as well as emerging trends, like live video streaming, integrated multi-point inspection capabilities, and even the creation of virtual retail showrooms," stated Williams. "It's about creating and then maintaining a direct connection and delivering an optimum customer experience while leveraging advanced technology to ensure agility at all times."

To learn more about SnapCell's industry-leading car dealership software or how it supports success in automotive digital retailing, visit <https://www.snapcell.us.com>.

## About SnapCell

SnapCell is a car dealer software platform designed to drive customer engagement and create a personal connection, foster trust, ensure transparency, and add convenience while providing

dealers access to the dynamic tools required to close sales and serve customers better.

Brent Williams

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