



XRM

Mobile-enabled lead management, desking with conversational AI

40%
higher lead conversion
with built-in best
practice workflows

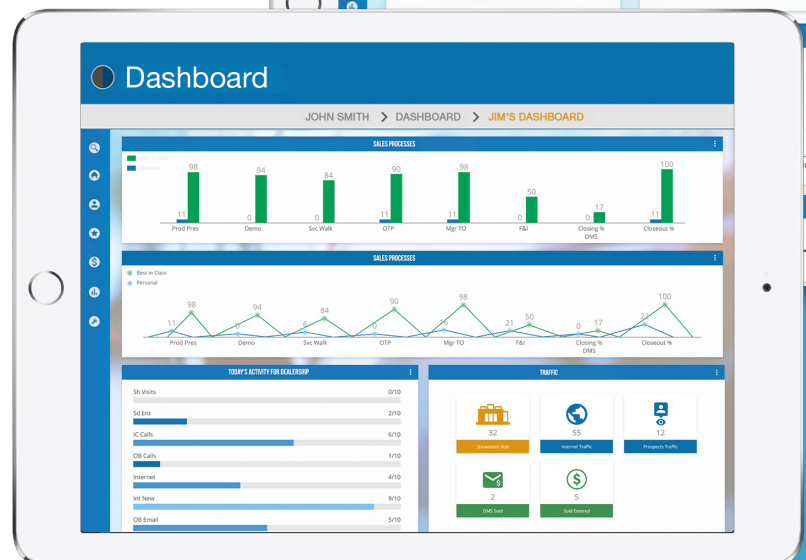
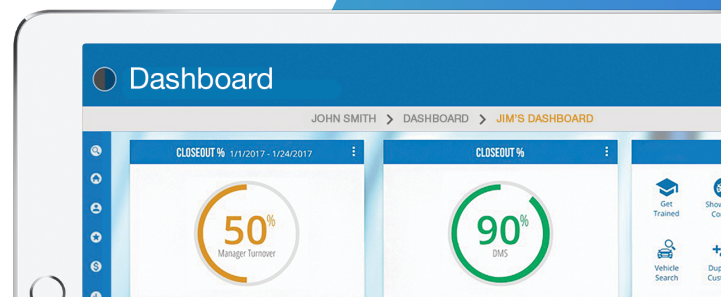
One user-friendly CRM platform. Optimizable for every OEM.

Simplify your sales process while converting more leads.

Drive up your revenue while driving down vendor fees with XRM, a fully integrated CRM powerhouse built by dealers, for dealers. XRM leverages the Affinitiv DataIQ platform and its predictive intelligence, giving you a 360-degree view of the customer.

Key Features:

- Fully integrated and simple to use
- Customer and lead management task consolidation
- Automated customer follow-up
- VIN/driver's license scanning
- OEM incentive and factory program data access
- Showroom activity tracking
- Wireless access from your mobile device



Supercharge Affinitiv XRM.

Explore strategic add-ons.



ATM

Access professional email templates to contact customers with a relevant message and structure, ensuring the email lands in their inbox and gets opened



Direct Desk

View rates, incentives, and residuals based on vehicle selection and customer credit history via MarketScan



Email Premium

Receive two vanity email domains—.com and .net— and seven dedicated IP addresses for your dealership or group-only email traffic



Results Based Follow-Up

Generate the next scheduled follow-up on the customer based on the results



XRM AI

Conduct autonomous communication with your leads and contact using an AI Assistant that will initiate contact, intelligently interpret replies, and craft tailored responses to engage prospects and identify those who are genuinely interested in taking the next step



Dealer Track Credit Push

Push customer information to Dealer Track for credit decisioning



Direct Text

Send and receive text messages to and from your customers and track all message opt-outs within the XRM platform and mobile app



Mobile DL Scan

Scan a customer's driver's license while on the lot; store the image and record forever with the ability to print for deal packets



SavvyCards

Capture prospect names and numbers with every share of your digital business card (feeds directly into your CRM)



XRM Videos

Engage your customers with more than a written email or phone call; record a video and quickly and easily send the video via email or text