

NEVER MISS A LEAD AGAIN. EVERY LEAD ADDRESSED - EVERY EXPERIENCE MAXIMIZED.

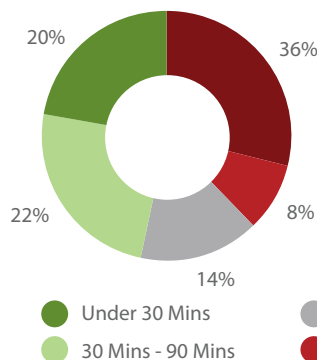
How are your lead essentials performing?

Even as digital traffic increasingly cultivates showroom traffic, and dealers invest in complex online marketing to compete for every new lead -- up to **36% of existing leads are still falling through the cracks.**

Wasted media spend aimed at generating leads can be easily avoided with proper Lead Response Management and a panoramic view of all lead sources in one interface. Dealers using our tool report an **industry-leading average response time of under 30 minutes.**

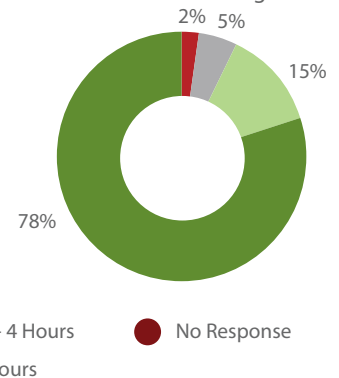
2019 Global Mystery Shops

Without Lead Manager



2019 Global Results

With Lead Manager



RAPID RTC Lead Manager maximizes your Digital Lead Management process



NO LEAD UNANSWERED

Thousands of clients have processed over 20,000,000 leads through our tool and have never missed sending a personalized response to an online inquiry. No auto replies -- all digital leads are aggregated for response through one easy system.



A QUALITY RESPONSE EVERY TIME

24/7 real-time access to a suite of simple mobile tools that ensure a quality response. Pairing record speed with a premium appearance and on-demand or on-the-fly media assets gives prospective customers the total experience.



MULTI-CHANNEL RESPONSE

Respond to inquiries via phone, text or email, add on-demand video at any time, and -- in one seamless interface -- follow up and track additional responses across these same channels for a consistent experience on every customer's preferred communication platform.



ROI & LEAD SOURCE INSIGHTS

The Business Intelligence dashboard provides full records connecting lead response metrics and email interactions. With insight into the quality of each of your digital lead sources, you can see where your marketing spends are most efficient.



INDUSTRY'S FIRST CRM PLUG-IN

Our technology seamlessly integrates with your CRM solution and enhances it -- never replaces it. Our focus is to optimize your customers' experience across all digital touchpoints.

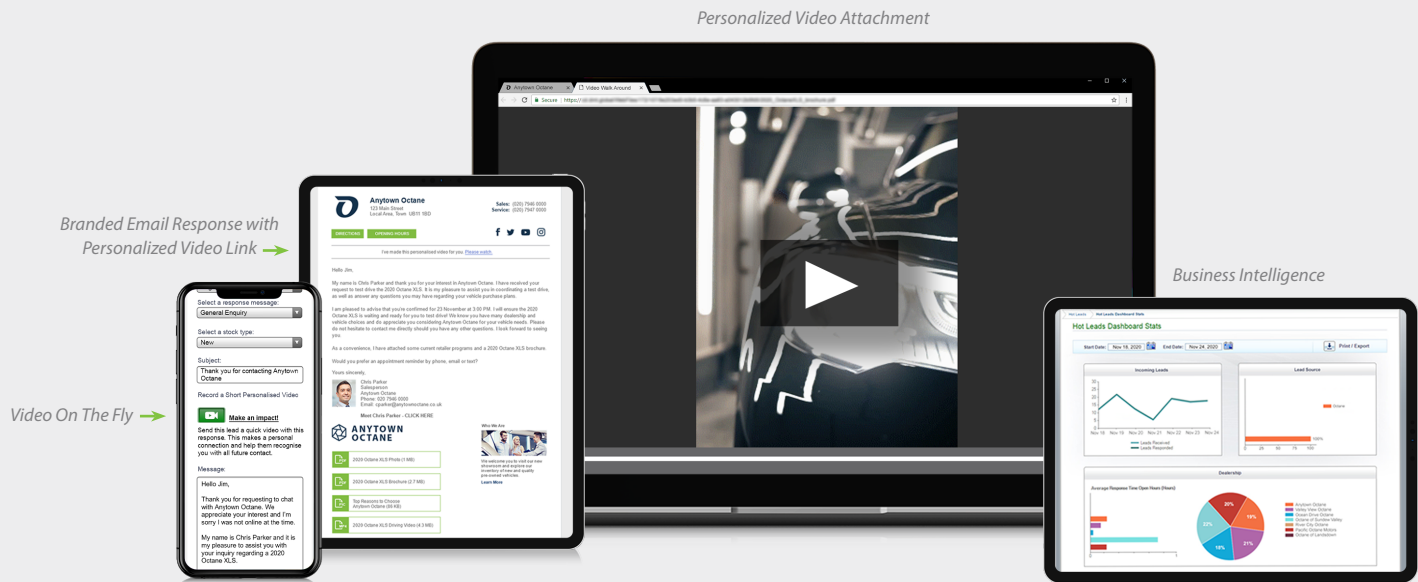


INTUITIVE & SMART

No complex training, no app to download or special hardware or software required -- works with any desktop or mobile device and delivers results from day one.

Record video on the fly for 3x the engagement

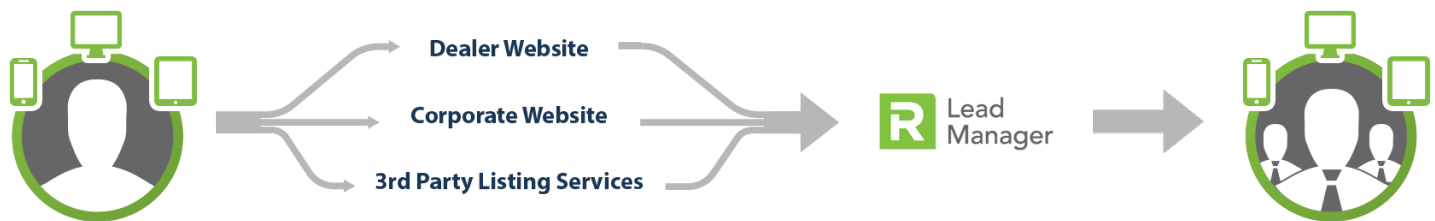
With Lead Manager's "Video on the Fly" feature, capture and attach a short personalized video* to introduce yourself to each customer as you respond. Record engaging, relevant content to answer the customer's questions on product features or offer a full product walk-around of a vehicle on your lot. Our studies show that adding video content to email communications increases engagement rates by 3 times.



Stay engaged, stay connected, and stay on top

As the authority in digital communications and lead management, and a preferred partner to OEMs and dealer groups, we make it our purpose to ensure you deliver a superior customer experience every time. Follow up with premium, personalized responses consistent with your brand guidelines; attach on-demand media

files such as videos, photos, and brochures, or capture a photo or video on the fly to attach all in a matter of seconds. Plus, always stay informed with benchmark business intelligence showing top performers both from salespeople and lead sources.



RAPID RTC Lead Manager collects and **consolidates your digital leads from hundreds of online sources** and instantly sends an alert to your sales executive's mobiles. Once accepted, the sales individual is eligible to engage immediately within a certain period of time before opening the lead back up to the larger sales pool -- always ensuring a timely response and exceptional customer experience.

All pricing available on DealerCONNECT

*All media captured through Video on the Fly is subject to a 30-day retention policy due to privacy and storage concerns. After 30 days, these files will be removed and no longer available.