

The Seamless Digital Retailing Solution

AUTOMOTIVE ECOMMERCE FOR TODAY'S BUYER

As the increase in online shopping continues to grow, digital retailing is essential for both you and your customers. Our solution walks customers through each step of the process. It starts with a credit pre-approval that includes a soft pull, moves to a trade-in option with loan matching, and finishes with a finalized deal that includes choice of lender, warranty, accessories, and local taxes.

This seamless experience has been carefully designed to maximize leads by allowing customers to shop at a pace they feel comfortable with from the comfort of their homes.

FEATURES

- Fully Responsive Platform
- Consumer Path Entry Points
- Customizable Questions
- Any Website Provider
- Pre-Filled Customer Info
- Photo/Video Upload
- OEM Compliant Themes
- CRM Integration
- Payment Customization

TRADE-IN BOOKS

DEP Digital Retailing includes our industry-leading trade-in tool that can link to Canadian Black Book, ensuring the online value will always match the in-store value.

DECISION ENGINE

Our proprietary Lender Decisioning Engine gives the customer a choice of lease or finance, lender, and term length to help them pick the best options for their purchase.

ACCESSORIES AND F&I

We give customers the ability to add vehicle accessories and custom F&I solutions right inside the application. They can view available parts, maintenance packages, extended warranties, etc. and see how adding any will affect their payment.

VEHICLE OPTIONAL VALUES

Customers have the ability to select which options/add-ons they have on their current vehicle in order to get a more accurate assessment of their trade.

TAXES & FEES

Our tool pulls tax data from across the country and matches to the consumer's postal code, and allows for custom dealer fees so the costs are always accurate.

FINALIZED DEAL

Once all the steps are completed, the deal is finalized, emailed to the customer, and sent directly to your CRM. This way you can get the customer into their new vehicle quickly and easily.

