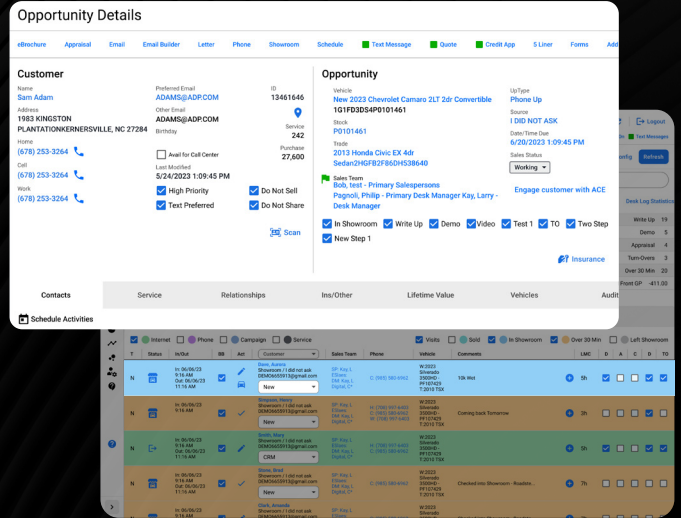




Elead CRM

Turn Leads Into Sales and Strong Relationships

CDK Elead CRM Puts Your Data To Work For You



CDK Elead CRM gives you the power of a fully integrated cloud-based CRM. Use your data to capture more leads and convert them into sales. Your staff can give new and current customers enhanced, personalized responses with more accurate, richer information. Our solution lets you create a growing base of long-term buying relationships with seamless, cutting-edge technology.

83x winner

CDK Elead CRM is the most awarded automotive CRM with over 80 industry awards and honors.

Source: Elead

Take a Closer Look at Elead CRM

- 1 The redesigned and more intuitive user interface provides a more cohesive and efficient workflow
- 2 Fast and flexible integration with all major DMS providers to eliminate inefficiencies
- 3 One system for all customer data gives you more accurate and personalized interactions
- 4 A robust performance dashboard provides a one-click view of lead activities
- 5 Telephony integration tracks, logs and maps all incoming calls, including missed calls (all major providers)
- 6 Self-service workflow management and editor
- 7 Data-driven reports and dashboards help you make better informed decisions
- 8 Use customized auto-responders to send detailed vehicle info, photos and alternative vehicle options
- 9 Get online or on-site training plus highly responsive customer support

Cutting-edge data means a more successful dealership. Email your Elead sales representative or call **888.424.6342**.