LIGHTSPEED

Lightspeed CRM Solution Overview

# KEEP BETTER TRACK OF CUSTOMER RELATIONSHIPS

Lightspeed CRM builds customer relationship tracking right into your DMS workflow.

## Good news! With CRM built into Lightspeed, you can:

### RECEIVE NOTIFICATIONS

Get notified about new incoming leads onscreen or through email—so you can follow up on them quicker

### FOLLOW-UP

See contact notes and customer follow-ups right in the Sales deal

### CREATE CONTACTS

Create customer contact notes and follow ups in a Service RO

### CREATE NOTES

Create notes and follow-up reminders for the Parts department.

**Now your sales can be as active as you are. Enter new leads and check your inventory from anywhere with an internet connection using the CRM Mobile app. With the CRM features in Lightspeed, you can manage your customer relationships profitably through three stages of the customer lifecycle.**

### CUSTOMER ACQUISITION

Lead management is a vital part of the sales process. Now salespeople can quickly track and update dealership leads right in the Lightspeed workflow.

### CUSTOMER RETENTION

After a customer buys a vehicle, the next phase of the relationship is supporting them with a great parts and service — and sometimes, storage — experience. Follow up with customers. Parts, Service and Rental employees can easily  text and email, set appointments and take notes on inbound and outbound customer calls.

### CUSTOMER DEVELOPMENT

With Lightspeeds digital marketing capability, you can bring in a steadier stream of customers, and turn customers into repeat customers. Now you can send campaigns on new items, promotions, events and more to bring customers in to buy new vehicles, or trade in old ones.

*Call* ***800.521.0309*** *or email* ***sales@lightspeeddms.com***

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