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Leading Automotive CRM DealerSocket Leads Tech Push for Dealers

DealerSocket's New Tool, SocketTalk, Allows Dealers to IM Users and Text Customers

San Clemente, CA May 22, 2012 – Leading auto dealer CRM DealerSocket (DealerSocket.com) continues to make the newest and best technology available to auto dealers. DealerSocket announced today the general release of SocketTalk, a new tool that allows users to instant message (IM) from within the CRM to internal DealerSocket users. SocketTalk is also a true texting tool that allows instant two-way communication between the dealership and a customers' mobile device.

"We decided to develop a texting and IM tool to provide dealers with an easier, more effective way to communicate with their customers," said Brad Perry, DealerSocket Co-Founder and CTO. "The dealers piloting this new technology with us say the product is an amazing and valuable collaboration tool."

SocketTalk Text is a true two-way texting tool, not email-to-text. It is an efficient channel to communicate with customers, and is opt-in and opt-out compliant to protect dealerships and their customers. Users can send texts based on sales, services and quality assurance events. SocketTalk Instant Message, the IM arm of the tool, allows users to IM a single person, team, dealership, or multiple dealerships. DealerSocket is excited about the efficiency this new communication channel provides dealers to keep in contact with customers and employees.

DealerSocket SocketTalk is currently available. For more information, please call (877) 888-8048.

ABOUT DEALERSOCKET

For ten years, DealerSocket has provided the automotive industry with the most comprehensive Customer Relationship Management (CRM) and training solutions available, allowing auto dealers to save time and money, and improve sales staff effectiveness, with one consolidated product. With the power to manage sales, service, CSI, marketing and training, DealerSocket is the complete source for *all* customer-facing automotive dealership departments.

DealerSocket's core CRM is enhanced by a powerful, customer-facing Mobile Portal application to keep in contact with customers and prospects via all mobile devices, a data-mining tool called RevenueRadar, an online process-training university called CarMind and an efficient CallCenter solution. These products can be used alone or in conjunction with the core CRM solution to provide an end-to-end marketing and revenue-producing engine. More than 90,000 users at over 2,800 auto dealerships throughout the U.S. and Canada now leverage DealerSocket's automotive CRM solution to optimize and manage marketing activities, sales processes, customer satisfaction and retention and service-department operations. For more information, call 877-888-8048, email sales@DealerSocket.com, visit DealerSocket.com, like us at Facebook.com/DealerSocketCRM, or follow us on Twitter at @DealerSocketCRM.

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