

New solution for auto dealer websites

Dealer Web Manager is a tool specifically designed to help dealers, manufacturers and networks optimize their web presence.

It solves a problem that many vehicle dealers have today: they spend a considerable amount of money on their websites and unfortunately these are usually out of date.

“DWM is easy to use; you can have a customized website without the need for costly programmers and designers. The dealer needs just a web browser and an Internet connection to update their site in real time. This cost saving is something essential to be considered, especially in times of crises like the one we are going through,” said Sandra Calligaro, Product Manager at Autologica.

Autologica experts work with dealers to create a customized website and then dealer staff can manage the content of any page, and even add sections, graphics, videos, animations, banners and more. Dealers can make changes to their website 24/7 and those changes are instantly reflected on their site.

DWM also lets dealers provide their clients with access to their accounts and other information, right from the dealership website.

This is done using Autologica’s innovative web2DMS product which automatically (and in real-time) links the dealer website to their dealer management system (DMS), so that the website can show client-specific information for each dealership customer.

“If the dealer doesn’t add useful and specific information for clients, a website simply becomes an online brochure. That’s what web2DMS is about. It’s an example of how technology lets dealers leverage the wide-ranging world of the Internet,” concluded Ms. Calligaro.

Contact

Autologica Dealer Management Systems

Ana Drovandi

54-341 411 0904

ana.drovandi@autologica.com

www.autologica.com

www.dealerwebmanager.com

About the Author

About Autologica Founded in 1994, Autologica is a dealer management system provider that helps dealers in the automotive, agricultural equipment and construction equipment industries increase bottom-line profits through its DMS, CRM (Customer Relationship Management) and website software tools. Autologica has presence in South Africa, the Middle East, the Asia Pacific region, the Caribbean and South America. More information is available at www.autologica.com.

Source: <http://www.seoscores.com/articles>