

Web Control Internet, Dominion's web-based prospect management lead tracking and distribution system for automotive dealers, creates sales processes from automated work plans and consistent follow-up.

Web Control is the ultimate web-based solution for Internet lead management. Dealers can pull information from over 300 sources into one central CRM database and easily manage and route leads through the AutoManager. Specifically designed with the sales manager in mind, Web Control Internet lets you easily create sales processes for automated work plans and consistent follow-up. Web Control provides transparent analytics, with over 35 robust reports measuring the performance of everything from individual source, salesperson, lead, and prospect, up to the corporate level.

With Dominion's Web Control, detailed prospect information is just one click away. You can easily analyze lead sources, measure performance and track ROI to determine where your marketing dollars are best being spent.



Dealer Testimonial:

"With Dominion's Web Control, I am closing at least 50% of all the leads that set an appointment with our dealership. I would highly recommend Web Control." – BO BEUCKMAN FORD

Features

- DMS integration
- Fast, customized communications using permission-based broadcast emails
- Driver's license scanner
- Performance reporting
- Centralized, secure login
- OEM certified

Benefits

- Pull leads from over 300 sources into one, easy-to-use CRM
- Stay in touch on any Internet-connected device with our web-based prospect management tool
- See follow-up action items at a glance
- Establish unlimited sales processes to match your sales structure
- Unique de-duplication system eliminates the risk of paying twice for Internet leads

