



Web Control™ Internet

Dominion Web Control creates sales processes from automated work plans and ensures consistent follow-up.

Web Control is a web-based automotive dealer CRM and lead management solution built to market to both leads and prospects. 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 with customers. Web Control's analytics reports measure the performance of your sales and marketing initiatives including lead source, performance, prospect management and sales activity.

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 being spent.

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

"Web Control is extremely efficient and helps us manage our leads and communicate with our customers."

Coleen Herron, Greg Sweet Auto Group

Features

- Customizable lead routing rules
- Fast, customized communications using permission-based broadcast emails
- Ability to set your own automated follow-up plans
- Performance reporting
- OEM certified

