



CRM/ILM

Web Control™ Advanced

Dominion Web Control Advanced gives you complete control over your Internet and Showroom processes.

Web Control Advanced gives you all the features of Web Control Internet, plus complete control over the Showroom sales process, including the ability to track and follow-up on all floor-ups and phone-ups. Accurately route all incoming leads to the right salesperson based on AutoManager rules you create. Desklog enables efficient lead management with a real-time snapshot of who is in the showroom and where they are in the buying process. Designed to work the way your dealership works, Web Control Advanced puts you in control of every step of the sale with a unique process flow and professional follow-up tactics that deliver more conversions.

Benefits

- Easily monitor sales staff performance
- Improve CSI and measure ROI of all sources
- Track lead sources by volume, closing ratio, profit margin and more to determine ROI
- Individual work plans for scheduled follow-up keep every lead top of mind

“Web Control is extremely efficient and handles our leads and sales processes very well. It’s so easy to use that anyone who can use a cellphone can use Web Control.”

JC Baker, Jake Sweeney Chevrolet

Features

- Track up to six different types of prospects including Internet, phone-ups and walk-ins
- Track up to 100 dealer-defined sources, such as newspaper and radio ads
- Pre-defined contact schedules help ensure no lead falls through the cracks
- Query and print multiple letters with mass mailing functionality

