



# Dominion Vision™

Powered by CRMSuite

## Dominion Vision CRM is so advanced it's simple. It's a truly customizable CRM that's built for the future of automotive sales processes.

Dominion Vision CRM combines ease-of-use functionality with user-tailored dashboards to provide a birds-eye view of dealership activity. Intuitive technology erases the need for traditional action plans and linear workflows. The CRM continuously learns about your customers, helping you effectively communicate with them via their preferred method at their preferred time. With real data at your fingertips, Dominion Vision is a true business intelligence tool.

Dominion Vision uses artificial and business intelligence technology to learn about your customer and keep your sales team on track. It's the only CRM on the market today that uses an Activity Focus feature to score customers based on their interactions and alerts a rep when a customer is in need of contact. Additionally, Olivia, a virtual assistant, will ensure hot prospects don't fall through the cracks and will contact customers who are being missed by sales reps.

## Benefits

- Provides data on who to contact, plus when and how to contact them for the best results
- Automatically logs and records call activity
- Enables you to present a specific offer to customers within seconds, speeding up the sales process
- Fits any user's workflow and gives managers the ability to monitor all dealership activity
- Gives manager visibility into the overall connectedness of the sales people and their customers

## Features

- **Direct Connect Calling:** Dominion Vision has built in click-to-call functionality. Communicate with your customers right from the CRM.
- **AutoPencil Deskings:** Automatically searches the database and provides budget-friendly recommendations that also consider dealership profitability.
- **MyDay:** Provides a complete, tailored overview of dealership data in multiple formats.
- **Activity Focus:** Shows what customers to contact, includes how and when.

