



Company Contact
Michael Fields
DealerSocket
949.900.0300 x265
mfields@dealersocket.com

DealerSocket Partners With MyDealerLot

SAN CLEMENTE, Calif.—April 21, 2015—DealerSocket is proud to announce a new integration with MyDealerLot (MDL). MDL is the retail auto industry's leader in the application of Radio Frequency Identification (RFID) technologies for Automated Guest Recognition and Vehicle Tracking.

This integration enhances the customer experience within the sales and service departments. Strategically alerting the sales and service staff that a customer has arrived and allowing them the opportunity to greet the customer and see if there is an opportunity for a trade-in.

Dealers utilizing MDL's industry-leading RFID technology will receive MDL notifications directly on their DealerSocket dashboard. This provides a quick and easy access point for sales and service departments to be notified of a customer that is visiting their dealership.

"We are excited and pleased to partner with MyDealerLot as we continue to enhance the value and performance our customers expect with DealerSocket," said Matt Redden, CSO of DealerSocket. "This integration provides dealers the essential technology upgrade necessary to discover new leads while delivering exceptional customer experience the moment a customer arrives at their lot."

"Dealerships today are more reliant than ever on having an automated and efficient way to connect the service guest to their sales advisor for lifetime relationships which translate to increase retention, revenue, and profits," said George Cresto, Founder & CEO of MDL. "DealerSocket's integration with MDL's RFID technology helps dealers further leverage their CRM technology investment for a truly connected customer experience."

To learn more about the DealerSocket and MyDealerLot integration or to schedule a demo visit dealersocket.com or call 775-473-6622.

About DealerSocket

DealerSocket provides dealerships with a single automotive platform containing marketing, sales, service, customer experience, data mining, and DMS solutions. More than 185,000 users at over 6,500 auto dealerships throughout the U.S., Canada, and Australia are optimizing their dealership with in-depth statistics to save critical time and money, while increasing sales and staff effectiveness, all powered through DealerSocket. For more information, call 775-473-6622, visit DealerSocket.com, join us on [LinkedIn.com/company/dealersocket](https://www.linkedin.com/company/dealersocket), follow us on Twitter at [@DealerSocketCRM](https://twitter.com/DealerSocketCRM), or like us at [Facebook.com/DealerSocketCRM](https://www.facebook.com/DealerSocketCRM).



About MyDealerLot

MDL is the country's leader in providing total process improvement through **Instant Guest Recognition & Messaging** using Radio Frequency Identification (RFID) technologies. MDL systems are installed in leading U.S. dealerships enabling a 'Ritz Carlton' level of service, increased customer retention, improved CSI, and sales opportunities. MDL's Zonal Tracking provide automated choke-point location tracking, including auto tracking when a vehicle enters / leaves the shop, off site lot tracking and car wash monitoring. MDL's web-based Dispatch Master effectively manages the movement operation of guest or inventory vehicles. MDL is fully integrated with leading industry partners in CRM, Sales Analytics, Service iPads, TSD Loaner Management, Customer Loyalty, Guest Messaging, and Tire Scan Analysis systems. Visit www.mydealerlot.com or call 1-888-MDL-RFID (1-888-635-7343) for more information.

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