

## **ELEAD1ONE and MyDealerLot (MDL) Announce Strategic Partnership for RFID Guest Recognition**

**Atlanta, GA – April 21, 2016** – The most intelligent and intuitive dealership software available in today's market, ELEAD1ONE announces a strategic partnership with MyDealerLot (MDL). The recent partnership enables Radio Frequency Identification (RFID) technology to operate seamlessly within the ELEAD1ONE system, including its fixed operation management platform, SERVICE1ONE.

As an MDL certified deployment partner, ELEAD1ONE is now able to offer its clients guest recognition software proven to improve customer CSI, retention, and incremental unit sales through personalized welcoming and service – from service write-ups to vehicle delivery.

RFID guest recognition connects the sales and service departments with real-time arrival alerts when the customer enters the service lane- even before a repair order is created. With RFID triggered email or instant messaging, dealers benefit with a greater reach into sales opportunities through embedded equity level data in the Xchange TradeUp Program. Additionally, an instant 'push' of customer information seamlessly integrates into the SERVICE1ONE technology, resulting in the VIP-level welcoming process and a faster, streamlined overall service experience.

"There is no question the instant transmission of guest identity to the dealership using RFID technology enables staff to operate at an entirely different level," said Anthony Monteiro, Vice President of Product Development of ELEAD1ONE, a division of software services, L.L.C. "MDL's integration with ELEAD1ONE gives dealerships a competitive advantage by providing a more personalized and streamlined service experience translating into loyalty, retention, and increased CSI.

"The partnership enables additional vehicle sales from the service drive to create a customer for life," said George Cresto, MDL Founder and CEO.

For more information, visit <http://www.elead-crm/car-dealer-crm-demo>

### **About ELEAD1ONE**

Six of the top ten dealer groups have chosen to partner with ELEAD1ONE, the most intelligent and intuitive dealership software available in today's automotive market. ELEAD1ONE helps dealers achieve unmatched results in increased sales and profit, lead generation, customer communication, sales process, retention and complete lifecycle management across all departments. The company's automotive-only customer contact management center and CRM are the foundations of their unique

dealer-focused suite of products and profit-building strategies. No other company in the industry has the resources or the ability of ELEAD1ONE to maintain 100 percent focus on training, teaching, and support after the sale.

Media Contact:

Melissa Maxey

Director of Marketing

[Melissa.Maxey@leadcrm.com](mailto:Melissa.Maxey@leadcrm.com)

## **About MyDealerLot (MDL)**

MDL is the country's leader in providing process improvement through **Instant Guest Recognition & Messaging** using Radio Frequency Identification (RFID) technologies. MDL systems are installed in leading U.S. dealerships enabling 'Ritz Carlton' level of service, increased customer retention, improved CSI, and sales opportunities. MDL's Zonal Tracking provides 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.

Media Contact:

Jennifer Breza

VP of Marketing

[jbreza@mydealerlot.com](mailto:jbreza@mydealerlot.com)

1-888-MDL-RFID (1-888-635-7343)