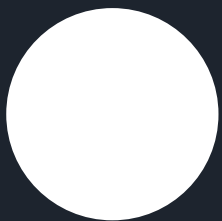




Web Lead  
Capture and  
Response.  
Guaranteed.



# The Modern Car Buyer

According to Dealerweb research of 1,200 motorists:\*

34%

preferred to initially enquire outside of dealership hours

90%

said the speed of response could affect their purchasing decision

34%

would not engage further with the dealer if they did not receive a response within 3-4 hours

52%

of under-35s favoured digital communication

49%

expected a response from a dealer to their online enquiry within **one hour**.

25%

Expected a response in under **30 minutes**



\*Data from Dealerweb motorist surveys conducted between 2016-2018



# From Customer to Salesperson in Seconds

Dealerweb React is a cloud-based platform and mobile app which channels all online customer leads into one location, allowing for a swift and personalised response from retailers.

Dealerweb React has been designed to ensure **100% web-lead capture, followed up by 100% web-lead response.**

## Keep it Simple. Keep it Fast.

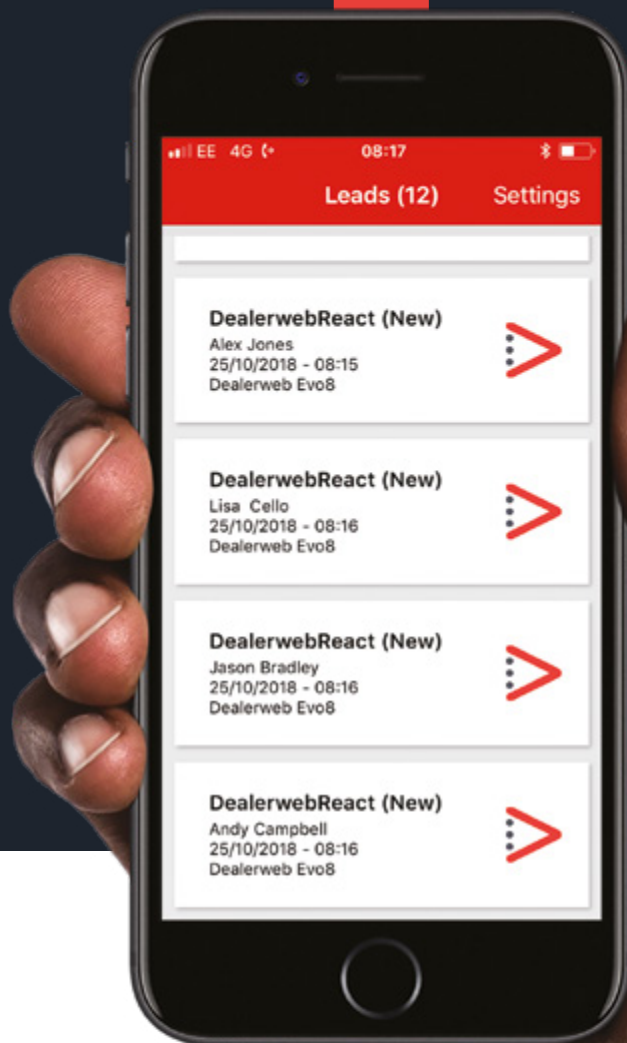
Using React couldn't be simpler:

Upon receipt of a new lead from almost any online source, all sales staff are alerted in real-time by email and/or push notification via our iOS and Android mobile app.

On a first come, first served basis, sales staff 'grab' the lead and are quickly guided through a professional, consistent and personalised response process.

The result? The customer receives a personalised HTML email, containing relevant attachments and links, further engaging them with your brand or dealership and providing them with a first-rate experience within minutes of leaving your website.

# Faster Lead Response. Anytime. Anywhere.



With the inclusive Dealerweb React app, we've freed sales teams from their desk. Using the app on smartphones and tablets, sales staff can pick-up and respond to web leads in seconds, from anywhere, at any time.

The app also integrates seamlessly with the React web platform, ensuring no confusion or double-entry.





# Real-time Reporting

Real-time reporting functionality within React lets you view crucial analytics such as the number of leads received, which sales team member reacted to them and what their average reaction time is.

For overall dealership performance, our software allows you to view these at all relevant levels - from individual dealer, to group, through to national franchise.

# Click to Call

COMING SOON

Our new click to call technology allows you to call a lead directly within the system, provided they have entered a valid phone number.

This feature allows for integrated call recording, lead tracking and call outcome updates all within the one system.



## Capture



React captures 100% of web leads from almost any online source, including manufacturer and dealer websites as well as online classifieds.

## Alert



The sales team are alerted in real-time by email and/or push notification via our iOS and Android mobile app. On a first come, first served basis, the sales person responds to the lead within the allotted time set.

## Respond



The user can select from a pre-defined suite of html templates and add personalised messages and attachments. With just a few clicks the sales person can respond to an enquiry with a tailored message.

# Testimonials

## Heritage automotive



*"We were one of the early adopters of Dealerweb React and I am delighted to say we have not been disappointed.*

*The system is very visual, interactive and easy to use. The app can be used on a number of devices and provides a very professional templated response to all digital leads that come into our business.*

*The detailed analysis it provides really helps us understand what marketing channels are and aren't working, enabling us to ensure our budgets and focus can be more targeted.*

*From set-up, training and the continued aftersales support, Dealerweb have been there to help. It is a great addition to our marketing and management solutions."*

### **Head of Marketing**

Heritage Automotive Limited

*"React has meant that DM Keith can respond to customers in and outside of office hours promptly.*

*It's very easy to use, which means that we can get any new team member up and running in minutes with a structured response.*

*The real-time reporting lets me see where our leads are coming from so that we can target our marketing spend more efficiently.*

*The integration with Dealerweb Showroom means that we are not using another bolt-on system to monitor our follow-up of leads once they come-in. In two clicks we can have the sales person attached to the enquiry and manage the process from there."*

### **Sales Director**

DM Keith

For more information or to  
arrange a demo, get in touch at:

**Phone:** +44 (0)1392 247477  
**Email:** [info@8technology.com](mailto:info@8technology.com)  
**Web:** [www.dealerweb.org](http://www.dealerweb.org)

# Timing is everything

- ✓ Capture 100% of online leads
- ✓ Send a personalised response in seconds
- ✓ Set and monitor overall response times
- ✓ Answer enquiries out of hours
- ✓ Capture and respond on any device.
- ✓ No additional software or hardware needed
- ✓ Track performance across your dealer network



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