



Autobase Integrates CARCHEX WarrantyCRM with Platinum CRM Program for Dealers

Autobase CRM Customers Can Take Advantage of Data-driven Remarketing Program Offering Extended Warranty Protection to Existing Customer Base

Hunt Valley, MD (PRWeb via [PRWeb](#)) March 17, 2008 -- CARCHEX, the trusted resource for full-service automotive solutions for dealers, announces today that Autobase, Inc., the leading marketing and sales CRM provider for car dealers nationwide and a division of Dominion Enterprises, has integrated the CARCHEX [WarrantyCRM remarketing program](#) with the new Platinum CRM Program from [Autobase](#).

"Our partnership with Autobase will make it much easier for dealers to leverage customer data to create new revenue streams," said Jason Goldsmith, CEO of CARCHEX.

With WarrantyCRM from [CARCHEX](#), dealers can take advantage of a data-driven remarketing program that provides a dealer's existing customer base with extended warranty protection. CARCHEX contacts each customer on behalf of the dealer and offers the dealer's present warranty product suite. The program requires no investment from the dealer; CARCHEX uses customer data from each dealer's Autobase CRM system to perform a highly targeted marketing campaign, and pays the dealer for each extended warranty sold.

"In addition to paying dealers for every warranty sold, WarrantyCRM is designed to strengthen customer loyalty by ensuring customers return to the dealer's service lane - a critical revenue source for any dealer," said Goldsmith. "As a market leader in true CRM systems, Autobase is an ideal partner for the CARCHEX WarrantyCRM program and furthers our mission of helping dealers boost their revenues."

The premium, subscription-based Autobase Platinum CRM Program gives participating dealers an unmatched level of service to help them take full advantage of their customer data. The exclusive benefits and services available to Platinum CRM Program members include data enhancement services, multi-touch digital campaigns, permission-based e-mail marketing and automated voice messaging. In addition to WarrantyCRM, dealers also will have access to services such as Polk Lead Scoring, creative e-newsletters, video e-mail postcards, and financial performance reporting. Within the program, dealers can rely on a CRM and marketing expert to manage the process for them. The Platinum CRM Program debuted at the NADA Convention & Expo, February 9-12 in San Francisco.

"The Platinum CRM Program is a true CRM system that helps dealers leverage every bit of potential from their customer data," said Bryan Anderson, founder of Autobase, Inc. "We are excited to make WarrantyCRM from CARCHEX a key component of our Platinum CRM Program, which allows dealers to capture leads, stay in front of customers, close the sale and keep customers happy over the life of ownership."

About CARCHEX

Headquartered in Hunt Valley, MD, CARCHEX is the trusted resource for professional automotive services for consumers and dealers. Consumers can use the CARCHEX Advantage system to [Select, Inspect, Purchase and Protect](#) their next car online. An innovator in pre-purchase vehicle inspection programs, the CARCHEX system provides consumers the confidence to buy their next car online. CARCHEX also helps dealers generate qualified



new and used car leads and maximize existing customer relationships through its suite of proprietary data collection tools, Warranty/CRM remarketing program and network of strategic industry partners. Visit us online at www.CARCHEx.com

About Autobase, Inc.

Autobase, Inc. has specialized in providing the automotive retail market with premier Marketing and Sales CRM Solutions since 1988. The rich history of this Indianapolis-based company, combined with their strong CRM reputation, comprehensive industry knowledge, and pioneering work in feature-rich technology, has long impacted the bottom line for aggressive dealers nationwide. Autobase is a division of Dominion Enterprises. For more information, visit www.autobase.net.

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