



Sector	Computer software
Requirement	To streamline customer database creation from multiple sources
Solution	Advanced email parsing, capable of common field creation and CRM update standardisation

## Bringing Dealer Lead Track closer to their customers

Via its feature-rich CRM lead management system, Dealer Lead Track helps car dealers increase their sales. The business is a software service provider itself, which means that it recognises valuable technology when it sees it – and quickly recognised the value of ThinkAutomation.

## The results

Dealer Lead Track populates incoming leads from a volume of sources, all of which come in a diverse range of file formats. With masses of incoming comms to convert into leads, a solution was needed that could parse, process and automatically push information into the Dealer Lead Track database.

That solution was ThinkAutomation. Capable of reading, keyword scanning and extracting

relevant information from any type of incoming source, ThinkAutomation was the missing admin link between Dealer Lead Track and its CRM.

No longer did sales staff have to waste time and risk making errors. Instead of manually copying and pasting information into CRM records, ThinkAutomation took over automatically. Not only did it parse a number of common fields from each received email, it also systematised the information synced into the database. Processing times and operating costs have dropped, as has employee frustration. ThinkAutomation has brought efficiency, and with that comes increased opportunity for Dealer Lead Track.



We're bringing your business closer to your customers

Also available...

# WhosOn™

Track - Chat - Engage

## Real time engagement with customers

WhosOn is a real-time engagement solution like no other. It's not just live chat. It's not just a support service. It's not just an analytics tool. It's all those combined and more, and it's currently helping over 10,000 businesses in 100 countries find a better way to engage with their website visitors.

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# Prospect Agent™

Quality Real-Time Sales Leads

## Turning website visitors into new customers

ProspectAgent is the ultimate lead generation tool. By pinpointing and profiling your website visitors, ProspectAgent turns hidden leads into new customers. Not only do we reveal the real people and companies behind your clicks, we conduct real-time research to give you instant customer profiles. With ProspectAgent, you'll never lose leads again.



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