ANVIL PRO — Integrated Dealership Software

▲ Software Features | ▲ Dealership Benefits

Centralized customer data management

- ☑ Management of all customer data and interactions
- ☑ Integrates data from multiple sources into customer profiles
- ☑ Provides a single source of truth for all departments

- Get a 360-degree view of your customer demographic and behavior information, including purchase history and preferences, to identify buying patterns.
- Track and tailor customer interactions to campaigns.
- Operate from a single source of truth knowing that all data is accurate and up to date across locations.

With detailed information on customer history and behavior, you can build customer personas and tailor outreach to specific segments or individuals, leading to higher engagement and conversion rates and increased customer loyalty.

Enhanced operational efficiency

- ☑ Integrations with external and internal dealership systems
- ☑ Automations of tasks and updates
- ☑ Real-time data reporting

- Conduct all business from a single location by integrating and connecting all your existing dealership systems into a single, unified workspace.
- Get real-time data updates from your connected systems right in the Anvil Pro platform.
- Apply automations for invoicing and settlement, lead management, sales pipelines, trade assessments, and other processes.

Use Anvil Pro's automated workflows directly from within the platform and individual solutions to seamlessly collaborate between departments, speeding up and streamlining all processes.

Actionable customer insights and interactivity

- ☑ Tracks and analyzes customer purchase patterns and trends
- ☑ Provides detailed analytics and predictive insights
- ☑ Centralized application to interact with customers

- Precisely target and tailor communication strategies to increase conversion and retention rates.
- Align inventory with customer preferences, sales history, and interactions to sell more equipment.
- Communicate with customers directly from within the Anvil Pro platform to improve marketing efforts and foster customer relationships.

Gaining actionable insights into your customer's needs and preferences provides sales, marketing, and even parts and service departments the information they need to sell more, market better, and provide more personalized service. Meet your customers where they are and communicate with them directly from within the platform.

Tools to create a long-term growth plan

- ☑ Scales with expanding business
- ☑ Comprehensive performance tracking and goal-setting
- ☑ Robust forecasting and trend analysis
- ☑ Configurability and customer support

- Get detailed metrics for insights into sales performance, customer behavior, and campaign effectiveness to create a roadmap for continuously growing your business.
- Optimize turn rate and enhance win rate now and into the future with insights into inventory flow and customer purchasing preferences.
- Grow and enhance your operations with ongoing support from our Tractor Zoom Success Team, which provides guidance from onboarding and implementation to additional requested configurations.

In addition to the actionable insights Anvil Pro's solutions provide, you also get a dedicated team of experts to tailor adjustments and enhancements to our core platform offerings. With comprehensive support for implementation and further configurations down the road, you are empowered with the right tools to scale your business.

Tractor Zoom's **Anvil Pro** is the premier end-to-end integrated dealership platform, providing all of the above features and more to enhance every aspect of your dealership. Schedule a demo with one of our experts today to learn more.