

## **DealActivator Announces Soft Credit Pull Reporting and Other Data Mining Enhancements**

*Dominion Dealer Solutions DealActivator has completed upgrades to its Soft Credit Pull reporting capabilities.*

Norfolk, VA ([PRWEB](#)) March 23, 2016 -- Dominion Dealer Solutions, a division of Dominion Enterprises, announced today that its equity data mining solution, DealActivator, has completed significant upgrades to its Soft Credit Pull reporting capabilities, Priority Page mobile functionality, and real-time notifications. Dominion Dealer Solutions is an industry leader in equity data mining, automotive marketing, CRM, responsive web design, lead generation, reputation and inventory management.

In 2015, DealActivator released [Soft Credit Pull](#) functionality to help dealers achieve conquest sales through equity opportunities in the service drive. With new equity mining processes at work in both the showroom and service lane, the need for more visibility in the data behind Soft Credit Pulls became clear. New Soft Credit Pull reports offer dealers a complete process summary, enabling dealers to analyze and adjust for greater success. Dealers now have access to three additional reports:

- Soft Credit Pull Summary Report supplies dealers with a 3-month soft credit roll-up report. This report includes a 90-day view of total pulls, total conversion rates, approval rates, tier charting and comparison views on batch vs. manual pulls as well as partial vs. complete pulls.
- Firm Offer of Credit Report keeps the dealership FCRA-compliant by providing the dealer with information that the dealer must have on hand to confirm that an offer of credit was provided to the customer.
- Soft Credit Pull Report now gives dealers a review of the soft credit performance per customer pull.

With these new reports, DealActivator now provides more in-depth reporting than any other Soft Credit Pull equity software. Dealers can analyze performance at the user/customer level to pinpoint strengths and weaknesses within the dealership.

In addition to enhanced Soft Credit Pull reporting, dealers using DealActivator can now work in the Priority Page directly from their mobile devices. Similar to the desktop application, the mobile version of DealActivator's Priority Page contains the dealership's daily contact list with filtering categories. The mobile application enables text, email, uservoice and call features directly from the app, keeping even more of DealActivator's sales or service drive functionality at dealers' fingertips. UserVoice Mobile enhancements also provide a direct line for service issues or product development feedback.

"Two things have become increasingly evident over the past six months," said Alan Andreu, general manager, equity solutions for Dominion Dealer Solutions. "First, the interest in greater process reporting around Soft Credit Pulls; and also, the ever-increasing need for dealers to experience the power of equity mining on-the-go. These enhancements address both needs in a big way, painting an exciting road ahead for our current and future customers."

DealActivator has also released real-time notifications for its dealers so that sales staff can contact fresh leads while those consumers are still in the car-buying mindset. The new real-time notifications feature alerts the



dealership as soon as a potential car buyer opens the [dealership's email marketing communications](#).

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#### About Dominion Dealer Solutions

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion's Progressive Retail Solutions include customer relationship (CRM) and dealer management systems (DMS) with actionable intelligence from the Microsoft Dynamics platform. Dominion's Progressive Retail Solutions also contain lead management and equity mining technology, inventory management analytics, social media marketing and reputation management solutions. Dealers nationwide purchase custom lead generation and digital marketing tools from Dominion including: responsive design websites, SEO, SEM, digital advertising, multi-channel marketing, specialized data aggregation, mobile apps and market reports. OEMs and auto dealers nationwide utilize Dominion Dealer Solutions' technologies to solve their marketing challenges. Dominion Dealer Solutions is redefining automotive retail by delivering first-class customer experiences for local car buyers. For more information, visit our [website](#), like us on [Facebook](#), [Pinterest](#) or [YouTube](#), or follow us on [Twitter](#).

#### About Dominion Enterprises

Dominion Enterprises is a leading online marketing and software services company offering client solutions across multiple targeted business verticals. Our widely recognized B2C web and mobile portals, including ForRent.com, Homes.com, CycleTrader.com and BoatTrader.com, generate nearly 30 million unique visits monthly. Our B2B cloud SaaS solutions directly support clients in establishing their online and mobile brands, generating leads, and managing customer relationships. Dominion Enterprises has more than 40 businesses and 3,000 employees in our Norfolk, Va. home office, across the U.S., and internationally.

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