

## **Unotifi, Reynolds Certified Interface Program for Automotive Dealer Management Systems**

*Unotifi, an automotive marketing company, announced today that it has completed the certification process in the Reynolds Certified Interface (RCI) Program for the Reynolds ERA® dealership management system (DMS). This certification facilitates more reliable, secure and faster data exchange from a Reynolds ERA DMS to Unotifi web and mobile applications*

Houston, Texas ([PRWEB](#)) August 06, 2016 -- Unotifi, an automotive marketing company, announced today that it has completed the certification process in the Reynolds Certified Interface (RCI) Program for the Reynolds ERA® dealership management system (DMS). This certification facilitates more reliable, secure and faster data exchange from a Reynolds ERA DMS to Unotifi web and mobile applications.

The RCI Program provides a standardized approach to handling dealership data from a Reynolds system in a safe, secure, and supported manner.

The new certified interface will help Unotifi improve service to dealers with products that engage dealer-customers and increase dealer staff productivity by providing the solutions to respond to customers' needs at the exact time dealer staff is needed.

“As a leader in real time communications and business development for dealers, Unotifi now has the opportunity to enhance its suite of customer engagement services for dealers using a Reynolds ERA DMS,” said Fred van der Neut, CEO of Unotifi, who has 30 years of direct marketing experience in the automotive industry.

“With certification in the RCI Program, Unotifi will be able to offer improved real time opportunities for automotive dealers, customer communication and greater customer visibility. Dealers' current real-time engagement with their customers using Unotifi will be enhanced and improved. One of the key benefits of leveraging real time data is streamlined automation programs such as texting a customer at the precise moment with a relevant message. Also, the interface between Unotifi applications and a Reynolds ERA DMS provides some technical benefits, like eliminating the requirement for a dedicated PC and improving reliability and speed of data transfers. One of the most important issues is that Unotifi clients will benefit from the secure transfer of data and increased protection of customer data.”

### **About Unotifi**

Unotifi is an automotive marketing company that provides an integrated technology retention and loyalty solution that effectively manages a service center's current customer base and communications to help the automotive service industry increase customer retention, increase profits, and reduce unproductive inbound call volume.

Unotifi created a messaging platform that supports the one-on-one relationships between consumers and automotive dealers and service centers that are so critical to customer loyalty and retention today. Through texting and service BDC opportunities, the Unotifi application helps automotive dealers retain more customers and grow their business.

The Unotifi innovative solution looks at the customer's behavior to determine each customer's engagement and

best marketing channel. As an example, if a customer does not engage with email, then they will not be sent another email. Instead, Unotifi creates a daily work plan where dealers can call and text their customers. One of the benefits is reduced unwanted inbound service calls. Through Unotifi, inbound service phone volume can be reduced by two thirds, and retention can be increased by 4%. Studies prove that the improved ease of servicing customers resulted in upwards of \$30,000 in additional revenue within the first month for dealers. And, most important, it increased customer satisfaction by 5%.

With less necessity for interactions over the telephone and engaging customers instead through text, a BDC is able to give their customers more attention and focus on customer satisfaction in ways that were previously tied up in bottlenecked phone conversations. Service advisors can give live updates on their customers' vehicles while they are worked on in the shop. The dealerships can be directly notified of a customer's arrival. These multi-faceted advantages open up a world of marketing opportunities as much as customer satisfaction, and with real time support Unotifi's tech team and customer service are every bit as dynamic as the content their platform allows them to provide.

Find more about Unotifi at: <https://automotivemarketingcrm.com>



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).