



## **CallRevu Announced as a Winner of the 2021 AWA Award in the Category of Business Intelligence.**

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BOCA RATON, Fla. ([PRWEB](#)) March 18, 2021 -- Brian Pasch, author and industry leader in automotive marketing strategies, online dealer education, marketing analytics, and digital retailing is pleased to announce CallRevu as a winner of the 2021 AWA Award in the category of Business Intelligence. For the first time in its thirteen-year history, the AWA awards were presented virtually. Over 1,000 dealers, vendors, and OEM representatives registered to attend the online award ceremony, held on February 23, 2021.

The AWAs were created in 2008 to recognize the best vendors in automotive digital marketing. Since its creation, the AWAs have become a benchmark in the automotive industry for recognizing innovative products in digital retailing, marketing automation, sales process, dealer websites, online merchandising, fixed operations, social media, and more.

“Communication is one of the oldest and most important currencies between customer and business. The location and medium of our conversations are evolving with the recent shift to remote commerce, but we continue to find that dealers who invest in communication intelligence are leading the pack,” says Eric Cotter, Vice President of Product with CallRevu. “It’s an honor to be recognized by Brian and team as we work to solve this problem in collaboration with dealers and manufacturers to create a more efficient and streamlined car-buying process.”

This year’s lineup of AWA winners included a number of exciting new products designed for auto dealers. In addition to creating new tools, the vendor community fully embraced the challenges which retailers faced during COVID, creating more products and services to allow consumers to complete most of the car buying process online.

“We are so honored to be recognized by Brian with this award. This was a real team effort that was brought to life by listening to great ideas from our customers and team members,” says Anthony Giagnacovo, CEO of CallRevu. “We simply had to translate those ideas into innovation that delivers real insights and actions to help dealers better CONNECT, COMMUNICATE and CLOSE.”

Brian is honored to recognize the efforts of many deserving companies who stand out in their areas of expertise and have proven to be thought leaders and innovators this past year.

### About CallRevu

CallRevu, founded in 2008, helps thousands of automotive dealers in the U.S. cultivate the customer experience for those who make it into the showroom after having a great experience on the phone. CallRevu has monitored over 110 million calls and by providing local and toll-free numbers to place on all ads, we track, listen, summarize, alert, and report on dealership’s phone calls to monitor call performance. Using the robust data we collect, our team coaches dealers how to enhance the caller’s experience and improve the bottom line of dealerships. [Visit callrevu.com](http://www.callrevu.com).



About Brian Pasch:

Brian Pasch, Founder of PCG Companies and Brian Pasch Enterprises (BPE), has been actively involved with automotive franchise dealers since 2005. Brian has authored nine bestselling books for the automotive industry: "Remote Retailing Blueprint," "Just Faster," "Automotive Marketing Playbook," "Who Sold It?," "Swimming with Digital Sharks," "Mastering



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