



DMS Update Introduces Simple Way for Auto Dealers to Clean up Customer Information

La Crosse, Wisconsin, February 18, 2009: Authenticom, a data and technology company, has introduced DMS Update to assist auto dealers in maintaining up to date information on customers in their dealer management systems (DMS).

Authenticom a long time provider of data hygiene services to top tier vendors and vehicle manufacturers identified a need for auto dealers to have the ability to update, manage and confirm customer information in their computer systems.

Steve Cottrell, the founder of DMS Update said, “After many years in this industry, and studying the data in DMS systems we found that inaccurate customer information is costing auto retailers thousands of dollars in lost vehicle, service and parts sales each month. And, that doesn’t take into account the lost marketing dollars spent to send communications that customers never receive.” Steve continued, “We wanted to offer an easy way for dealers to manage their most valuable asset, their customers and their information in the dealers system in a cost effective way that did not require additional resources in the dealership.”

DMS Update uses the United States Post Office standardization process and National Change of Address (NCOA) database to insure direct mail pieces get delivered and eliminates duplication to avoid multiple mailing pieces to the same consumer. The process also updates phone numbers and corrects and appends email addresses thus insuring dealers are able to reach their customers.

Mervyn Wood, Director of Dealership Fulfillment and Enrollment said, “The DMS Update service not only offers a cost-effective and automatic process to insure dealers have up-to-date information, but integrates seamlessly with 49 different DMS providers, including ADP, Reynolds and Reynolds, Arkona, AutoSoft, and AutoMate. Pricing packages for this service start as low as \$199 per month, making it very affordable for dealers.”

DMS Updates provides more opportunities for dealers to retain service and parts customers and the industry research shows that customers are more likely to buy a new vehicle where they service their current vehicle. And those customers show more loyalty to the retailer and create higher customer satisfaction scores too.

About DMS Update:

Part of Authenticom, Inc., DMS Update provides the latest technology and processes to serve the automotive and retail segments of the market. They are located at 400 Main Street, Suite 300, Lacrosse, WI. 54601. Contact Mervyn Wood at 866-702-1566 for additional information.

Press Release Prepared by DealerPressRelease.com

