



Dealers **thrive** here.™

POWERED BY SOLERA AI ENGINE

Respond faster. Prioritize smarter. Sell more.

AI-Powered CRM by Solera

Built for the pace of the showroom, with intelligent automation and AI-driven insights that keep your team on the playbook and your pipeline moving.



SALES | SERVICE | MARKETING | OPERATIONS | CONNECTED CAR

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ONE COMMAND CENTER

Turn every lead into a next step.

A dealership CRM should do more than store records. It should drive action. CRM by Solera (DealerSocket) gives your team a single command center for leads, follow-up, and lifecycle engagement, so nothing slips through the cracks and every high-intent shopper gets the right next move.

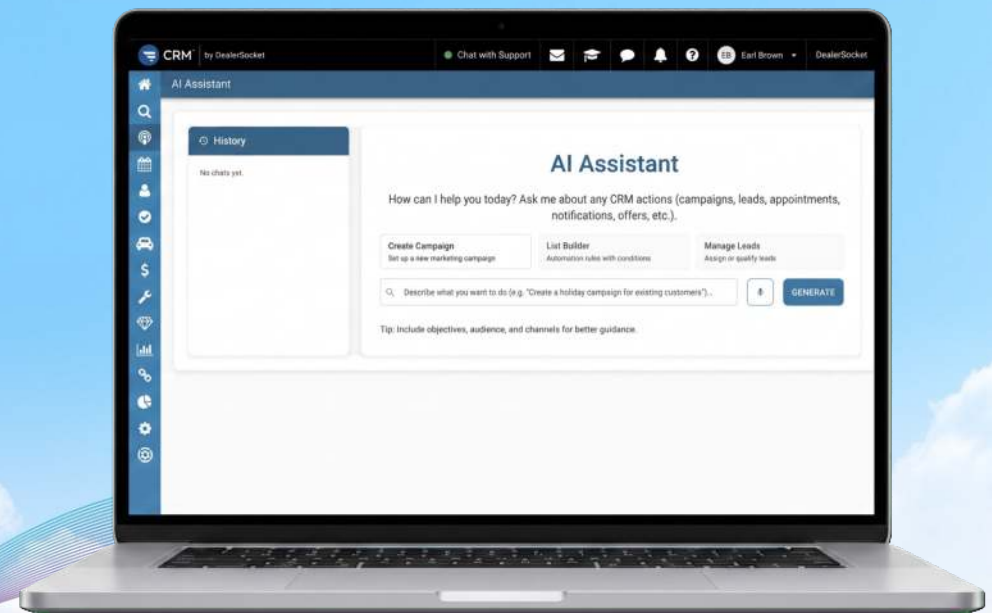
Capture and route leads in real time

Standardize follow-up with guided workflows and 24/7 automation

Unify sales, service, and marketing on one 360° customer view

Prioritize with AI-powered lead scoring and insights

Engage across SMS, email, phone, and web with full history on every record



GO-LIVE
Under 30 days

SUPPORT
Success + SGM

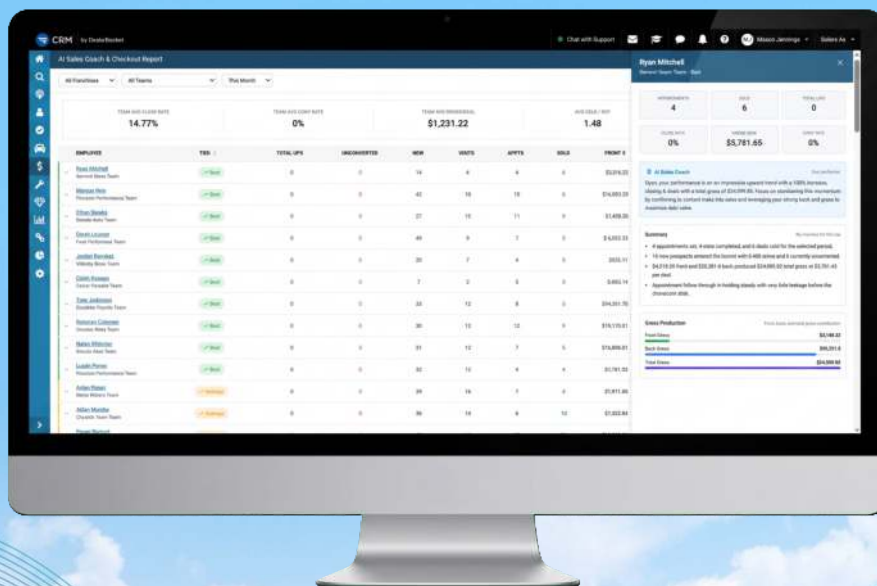
SECURITY
Enterprise SSO

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AI AUTOMATIONS

AI built into your workflow, not bolted on.



Conversational AI lead response and AI-powered lead scoring embedded directly in the day-to-day CRM workflow. Timely, dealership-branded follow-up at scale. High-intent shoppers surfaced first. Low-intent prospects nurtured automatically.

Automated lead alerts and smart routing

Faster response, fewer missed leads

Guided workflows and conversion accountability

Consistent execution from managers to reps

Multichannel outreach (email, text, phone, video)

More personal follow-up, higher engagement

360° profiles across departments

Better conversations, fewer handoff gaps

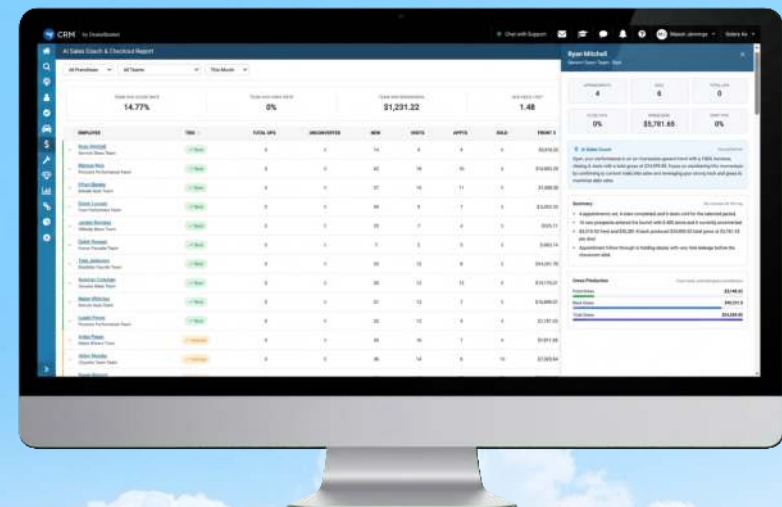


Coach every rep. **Close every gap.**

Built-in scoring evaluates finance interest, trade-in activity, timeframe, and distance to surface higher-intent leads first.

AI Lead Management initiates outreach, answers vehicle questions, recommends units, and guides shoppers to a test drive.

Dynamic filters, team-level visibility, and AI-generated coaching notes tailored to each rep, right inside the CRM.



+50%
monthly sales

Achieved by aligning CRM, manager coaching, campaign execution, and channel optimization on one platform.

Turn more leads into **next steps** with AI built into CRM.

BUILT INTO CRM. CONTROLLED BY THE DEALERSHIP.

AI in CRM by Solera works as part of the dealership process, not layered on top of it. Manage access with role-based permissions, configure the AI agent and dealership name for customer-facing responses, and control AI engagement at the lead account and lead source level.

A CONNECTED SALES ENGINE FOR STRONGER PERFORMANCE.

Together, CRM by Solera, AI Automations, and AI Sales Coach extend coverage, improve follow-up consistency, prioritize higher-opportunity leads, and give managers clearer guidance for developing rep performance. One connected workflow built to help sales teams respond faster, work smarter, and create more revenue.

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