



A responsive DMS provider is a competitive advantage



When evaluating DMS providers, it's important to consider many factors above and beyond the standard sales pitch, says Richard Duench, business development manager, Oasis Auto Complete Systems Limited.

"After all, there are many reasons why every dealership is not on the same DMS, as there are unique features and benefits in all DMS software," Duench says. "In today's competitive vehicle sales environment, having a feature or work process which adds to profitability or gives you an edge over your competitors is crucial."

He says Oasis Auto Complete has always taken dealer feedback and suggestions seriously.

"We have been creating and supporting dealership software for over 20 years and have had the pleasure of working with some of Canada's top-producing sales and F&I managers, incorporating their ideas into our software to benefit all of our clients."

"Do you recall when your DMS provider has taken an idea provided by your dealership and quickly added it into your DMS system?"

He says Oasis enjoys the advantage of having dealership-unique settings, custom fields, screen views, reports and forms.

Oasis wants dealers to take a good look at Advantage Showroom, its sales department module.

Oasis says it has numerous features that other software don't.

"Advantage Showroom streamlines an entire sales department onto a single robust program instead of running multiple unique applications. Having all staff collaborate on one full-featured system reduces unnecessary costs and increases efficiency and profitability."

The company is particularly proud of its driver's license swiping feature – a way to eliminate the need for manual entry and ensure 100 per cent input accuracy.

And it lets staff log in all customer visits and test drives quickly and clearly.

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Duench says when Ontario changed its drivers' licenses last year, Oasis staff worked quickly to come up with a device that would work with the new licenses. Staffers looked for an ideal device that would fit clients' budgets.

He says Oasis quickly found a HD laser card reader that scans the 2D barcode located on the back of the new licenses and automatically enters the customer's data into the DMS. Then it sent a software

update to dealers with this new feature included.

"We provide ongoing 'perpetual' software updates at no charge to our dealership clients and our clients were pleased

with this quick turnaround."

For more information, contact Richard Duench at 1-877.522.2886(202), sales@oasis-ac.com or visit www.oasis-ac.com.

Thinking of selling your dealership? What would you do next?

"Over 70% of dealers say they want to be semi-retired or completely out of the business in five years."

Source: PwC Automotive Trendsetter Report 2012

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Michael Talmage
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