



5 Ways to Win with Automatic

How to Get the Most out of the backend of Online Shopper Starting Today

Automatic is the dealer-facing interface tool of Online Shopper. Online Shopper allows customers to explore, compare and customize payment options, accelerates trade-ins, and makes every lead a walk-in. Automatic allows the dealer to automate the engagement experience, customize deals, add to a customer's garage, and promote a collaborative car-buying experience for the shopper.

If utilizing Automatic and understanding Online Shopper is new for you and your dealership, here are 5 ways to win with Automatic that you can start using today.

Create a Garage for a Customer

As a dealer, you have the ability to access and edit existing customer garage's, or create a garage for your customer! This is a great opportunity to maintain engagement for you, your customer, and your inventory.

In your customer's garage (what they see through Online Shopper) you can add vehicles from that backend (what you see in Automatic) or simply update your customer's contact information. This way, you can actively be working with your customer to get fresh inventory that they're interested in in front of them!

Don't know how to get started creating or adding to a customer's garage? [Check out this Online Shopper and Automatic guide](#) for more information.

Adjust and Customize a Deal

There are two views to edit and manage a deal in Automatic: Agent view and Manager view. Agents can adjust vehicle details in the garage, including things like finance or lease options, term length, down payment options, and more. Managers, on the other hand, can optimize the same options but also have access to more. Managers can toggle between Automatic Payment Calculation and Manual Mode to customize each deal including editing items like tax, upgrades and incentives, fees, and more.





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Utilize Text Engagement

If you notice a customer re-engaging with their garage, you can reach out to them using the Text Engagement tool in Automatic. Consider adding vehicles to the customer's garage according to what they are shopping for, and send a magic garage link through the text engagement system!

Send Magic Garage Link

A great way to re-engage with your shopper, if they have or haven't been present in their garage, you can send a quick link through the Text Engagement option in Automatic. Following the steps to Share Via Text will open the Text Engagement window and will populate a short link that will take the shopper directly back to their garage.

Online Shopper/Automatic is a dynamic and useful tool to help engage your shoppers and close deals while not even being on the dealership lot. We have much more to offer with Online Shopper and Automatic, this is just a few practical ways to win with Automatic starting today!

Want an in-depth overview of how Online Shopper and Automatic work together, for you, your dealership, and your shoppers? Join our Online Shopper/Automatic cohort!

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