

CarNow™

# J.D. Power Darwin Automotive Platform Integration

Real-Time Messaging™

CarNow

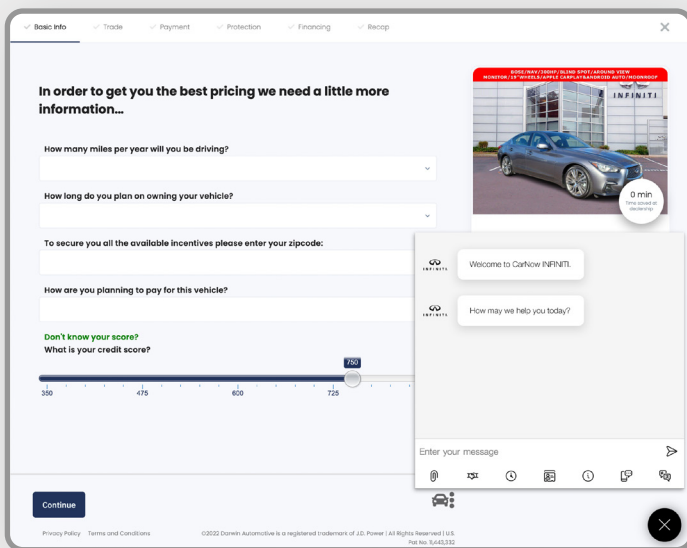


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RTM

J.D. POWER  
**DARWIN**

CarNow's Real-Time Messaging solution now integrates with the J.D. Power Darwin Automotive finance and insurance (F&I) menu and digital retailing platform, bringing Darwin's customers the benefits of a comprehensive, real-time messaging tool.



## Real-Time Engagement

The integration empowers dealers to engage with a customer while they're actively shopping. Whether the customer is ready to make a trade or get a credit check, a salesperson can help in real-time rather than following up later. This is all made possible through CarNow's Real-Time Messaging platform.

## Drive More Quality Leads

Real-Time Messaging increases engagement and delivers quality, sales-ready leads for the dealership. Answering customer questions in real-time allows a big-picture customer profile to be created simultaneously. This means that by the time a customer reaches the dealership, a relationship is already built to work from.

## FEATURES

### Live Leads Notifications

Capitalize on qualified, in-the-moment prospects by activating a notification that prompts and prepares a manager to enter the conversation at exactly the right moment – anytime, anywhere, and on any device.

### Robust Messaging

Experience a full-featured messaging solution that automatically gathers and responds to client questions at any time and from anywhere.

### Automate Processes

An integrated intelligence feature naturally moves clients through the buyer journey with timed questions.

## BENEFITS

### Keep Leads Engaged

Custom workflows tailored to dealerships' evolving needs keep shoppers live, engaged, and in control.

### Embrace Innovation

Provide meaningful value for both staff and customers by innovating and improving the digital car-buying journey.

### Best-In-Class Support

Gain access to a dedicated performance team that leverages industry-proven best practices to drive maximum results.

Learn more at [CarNow.com](http://CarNow.com) or contact [sales@carnow.com](mailto:sales@carnow.com).