

# DealerActive implements Chrome Data's VIN decoding web service in only two weeks and is wowing dealer clients with data breadth, depth and accuracy

A full-service Internet consultant, DealerActive delivers customized websites, inventory management services and complete social media management to dealers of all sizes across the country. The company required an accurate and fast VIN decoding solution to power their inventory management service that would also be easy for their dealers to use. After researching several options, DealerActive chose Automotive Description Service (ADS). Says Liz Coudriet, Director of Production for DealerActive, "Chrome Data's ADS highly accurate, the company is very reliable and our dealers love the data range. It is the best solution we could have chosen."

### Streamlined system integration saves time and money

As a web service, ADS offers rapid deployment and on-demand precise and accurate information, without the hassle and cost of hosting, maintaining and updating data. Says Coudriet, "It took about two weeks of development time to get us up and running. The speed of implementation was impressive."

Powered by over 25 years of vehicle data, ADS effortlessly offers a complete VIN decode for virtually every make and model. "I can't even imagine how long it would take to create a system like Chrome Data offers," says Coudriet. "Instant access to the depth and breadth of their data saved us countless development hours."

### Easy and comprehensive VIN decoding delivers a competitive advantage and dealer satisfaction

With ADS, dealer clients can quickly enter a VIN, select the vehicle information they want to expose and push the inventory to DealerActive for publication. "It's very quick for our dealers to do a fast, accurate VIN decode," says Coudriet. "ADS is saving them time, which is essential in this business."

“Chrome Data is highly accurate, the company is very reliable and our dealers love the data range. It is the best solution we could have chosen.”

Liz Coudriet, Director of Production  
DealerActive

Chrome Data is known for a comprehensive array of data dating back to the 1988 model year. The ability to offer this wide scope and data range gives DealerActive a competitive advantage, helping them to retain clients and win new business. "We have great reviews of ADS from our dealers. They can pick and choose from extended tech specs and in-depth details," says Coudriet. "ADS is also an effective selling tool since

we can show prospects the accurate and comprehensive descriptions that we can provide through the integration of Chrome Data's solution."

## Prompt, responsive support engenders client loyalty

A hallmark of Chrome Data is exceptional support and service. DealerActive received hands-on support during implementation and has access to a team of experts to ensure excellent ongoing operations. "Chrome Data is a reliable vendor with great support services," says Coudriet. It's no wonder a 2011 cus-

tomers satisfaction survey revealed that 87 percent of their customers are satisfied with their products and services.

Using ADS, DealerActive was able to quickly implement a fast and comprehensive VIN decoding system for their dealer clients. Fast deployment saved development time and money, while the breadth, depth and accuracy of data won rave reviews from current dealer clients and is an ongoing competitive advantage for DealerActive. In the future the company is looking at the ability to do batch VIN decoding using the ChromeIQ product.

## ABOUT DEALERACTIVE | [www.dealeractive.com](http://www.dealeractive.com)

DealerActive is unique to the automotive Internet industry because it is the only provider that combines ongoing and current outside industry Internet experience with automotive Internet industry experience, since it operates as a division of Interactive Media Group (a top Charlotte NC custom website and online software developer). So whether it is the 5th largest tax and accounting firm in the Country, or the 4th largest ticketing company in the US, or a top 10 cultural attraction in the Nation, or your Dealership website, you will find Interactive Media Group and the DealerActive division surprisingly collaborative. Combined with powerful technology developed since 2007 to support your Dealership needs, you will discover the responsive support of a small firm enhanced by the technology and power of a large provider. DealerActive will make your dealership successful online.

