

Autosoft Launches Transformational Integration With GoMoto, a Self-Service Kiosk Platform

GoMoto Drives Profitability and Improves Customer Experience With Streamlined Dealership Operations

July 17, 2019 – GoMoto, a developer of progressive technologies for automotive service lanes and showrooms that modernizes the dealership experience and drive customer engagement, proudly announces their Virtual Service Advisor Platform has been certified to integrate with Autosoft, a leading dealer management system (DMS) provider.

GoMoto's Virtual Service Advisor is kiosk technology for the service lane that provides streamlined, self-led customer check in. GoMoto kiosks significantly reduce the customers check-in time and high labor costs while providing a consistent experience that improves customer satisfaction. GoMoto's turn-key cloud-based hardware and software solutions can be dynamically tailored to any dealership process or operation.

With Autosoft's fully integrated DMS and GoMoto's service lane solutions, dealers can optimize their customers' experiences and reduce the workloads for service advisors. Dealers can open repair orders, update customer appointments and information, and offer vehicle trade appraisals and upsell every customer. GoMoto has seen tremendous success with 85% of customers stating that the kiosk made check-in easier and faster, 81% of customers preferred a kiosk-based check-in experience over the employee-led check-in, 13% of customers self-selected an upgraded or add-on service recommended during the check-in process, and 7% of customers opted-in to explore trade-in/vehicle equity review offered upon check-in.

"Automotive dealers are looking to improve the consumer journey and deliver the dealership experience of the future," said GoMoto CEO, Todd Marcelle. "Consumers are used to self-service technology across many other retail environments and expect the same from the automotive industry. Bryce Veon and his team at Autosoft have continually pursued progressive integrations to ensure their dealers are able to adopt the latest technology to maintain a competitive advantage."

"Our dealers rely on us for a complete end-to-end dealer management system that allows them to run their business seamlessly, efficiently, and profitably," said Autosoft Connect Program Director, Dale Novotniak. "With the integration of GoMoto's self-service kiosk, our dealers can maximize their profit potential with an innovative, cutting-edge service lane solution."

About GoMoto

GoMoto was started by seasoned automotive and technology entrepreneurs with a simple passion to develop and deploy the dealership experience of the future. GoMoto creates comprehensive dealer-focused solutions that drive sales and provide customers captivating interactive technology in-store. Their flagship product, The Virtual Service Advisor, is indoor and

outdoor Kiosk technology that streamlines service check-in and increases profitability by intelligently offering customers vehicle-specific product, service, and trade equity offers. For more information about GoMoto or about the Virtual Service Advisor please visit www.gomoto.com or call 773.844.5382.

About Autosoft

Autosoft provides a complete dealer management system (DMS) that has been recognized as the All-Time Most Recommended DMS through DrivingSales. With affordable month-to-month contracts, Autosoft's DMS improves processes and reduces operating costs in over 2,000 franchised automotive dealerships. Easy-to-use and innovative software helps dealers focus on their customers' needs. To learn more about Autosoft, call 844.888.8200, email sales@autosoftdms.com, or visit www.autosoftdms.com.