

## **eXteresAUTO Mobile Review App with Text Compliance Authorization Technology™ Providing Automotive Dealerships Both Reputation Management and TCPA Text Compliance Solution**

*The innovative new Mobile Review App with Text Compliance Authorization Technology™ (patent pending) provides a simple tool for dealers to engage consumers via text messaging, while simultaneously satisfying TCPA compliance concerns.*

Riverside, California ([PRWEB](#)) June 14, 2016 -- eXteresAUTO announced today the release of its innovative new offering for automotive dealerships, the [Mobile Review App with Text Compliance Authorization Technology™](#). This unique patent pending platform solves two very real problems for today's dealer. The smart device application provides a simple and effective tool to engage with automotive consumers via text messaging asking them to leave a review at an online review site while simultaneously securing "Express Written Consent" to text via an e-signature and the creation of an electronic record thus satisfying TCPA Compliance regarding text messaging.

"Dealers today face tremendous challenges addressing compliance on many fronts and with text becoming an ever more important mode of communication and with fines between \$500 and \$1,500 per text violation, dealers need a 'Bullet Proof' solution. This application solves a big problem eliminating that exposure, all while facilitating the existing reputation management needs of the dealership", comments Richard Winch, company Chief Executive.

Beyond its core functions of driving positive online review activity and ensuring compliance, the application actually builds a solid database of opted-in consumers, with 100% collection of mobile phone numbers and email addresses, which are valuable assets for dealers. During the process, the consumer receives an email confirmation of their opt-in along with a copy of their executed consent and instructions on options for opting-out at any time in the future. Whenever a consumer opts-out, the platform updates the consumer record and prevents future texts from being sent to that consumer from the application.

"This app gives our dealers a very cost effective option within our Reputation Management product line-up and, at a minimum, is price competitive with other in-market solutions, but with one stand out difference, compliance and protection for the dealer", says Winch, adding "also by its very nature, it does away with messy DMS feed requirements and the challenges often associated with data access."

Current market trends and statistics support the need for these types of new innovative solutions as 98% of all text messages are opened within 90 seconds versus only 20% of email messages ever looked at, with 75% of consumers preferring to receive offers and communications via text.

The [Mobile Review App](#) is now available by contacting eXteresAUTO at (888) 486-8150.

About eXteresAUTO:

eXteresAUTO is the leading provider of Digital Marketing Technologies for the automotive industry. For the past nine years, their Reputation Management solutions have helped automotive industry retailers protect and improve their reputation and drive customers and traffic to their websites and stores. eXteresAUTO's



Reputation Management solution has been top-rated in dealer satisfaction from 2011 through 2015 in the annual DrivingSales Dealer Satisfaction Awards. Founded in 2006, the company is headquartered in Riverside, California. To learn more about eXtèresAUTO, visit [LIVE DEMO!!](#)



**Contact Information**

**Richard Winch**

eXtèresAUTO

<http://www.exteresauto.com>

+1 951-329-9123

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).