



DealerBuilt announces UpdatePromise360's Consumer Experience Lifecycle Solution as part of the DealerBuilt's LightYear DMS Suite

DealerBuilt announces integration with UpdatePromise360's Consumer Experience Lifecycle Solution, which provides a cradle to grave service offering. UpdatePromise360 solution has been adopted by 8 of the leading top 10 U.S. Auto Insurance companies and is approved by multiple OEMs for their integrated CSI services.

Mason City, IA ([PRWEB](#)) November 16, 2016 -- DealerBuilt announces integration with UpdatePromise360's Consumer Experience Lifecycle Solution, which provides a cradle to grave service offering. UpdatePromise360 solution has been adopted by 8 of the leading top 10 U.S. Auto Insurance companies and is approved by multiple OEMs for their integrated CSI services.

The integration of the UpdatePromise360 Solution into the DealerBuilt Lightyear Management System user interface creates a seamless, fully integrated workflow. LightYear DMS customers will benefit from the ultimate consumer experience that only UpdatePromise360's Consumer Experience Lifecycle Solution can provide.

“DealerBuilt has been working hand in hand with UpdatePromise360 to leverage the success that current DealerBuilt UpdatePromise360 customers are enjoying today, which include increased customer paid labor, increased CSE and increased contact record capture ratio for Business Development Centers just to name a few,” said Mike Trasatti, CEO of DealerBuilt. “We are excited that this deeper integration will enhance those efficiencies to create an unparalleled LightYear DMS solution that benefits both the dealership overall and the consumer.”

Chief Executive Officer of UpdatePromise360, Curtis Nixon added, “This is an exciting relationship for UpdatePromise360. DealerBuilt works with the largest network of repair professionals and has a proven track record of technology innovation. This combination offers tremendous improvement in customer communication, from integrated Enterprise Appointment Scheduling and Reminders, Text and Email Repair Status Updates, Natural Language Sentiment Analysis, Automated Electronic Surveys, Integrated Mobile Merchant Payments, Verified Automated Reviews, Social Media Integration and Lost Souls Follow up Engine.”

UpdatePromise360 will be available as a fully integrated Lightyear DMS solution in the first quarter of 2017.

About DealerBuilt

DealerBuilt is a provider of LightYear Dealer Management Systems for retail automobile dealerships. DealerBuilt's integrated LightYear DMS has proven to be an effective solution for the operation of successful Dealers and Dealership groups of all sizes nationwide. DealerBuilt, located in Mason City, IA with branch offices throughout the country, has enjoyed steady growth as automobile Dealers seek additional choices to manage their dealer operations. For more information about DealerBuilt, please call or visit (888) 808-0733 / <http://dealerbuilt.com/>

About UpdatePromise360

UpdatePromise360 is a leading communication and information technology provider serving the Automotive and Insurance industries throughout North America. UpdatePromise360 has created leading-edge products that



outperform the competition at every level. For more information about UpdatePromise360, call or email (800) 276-9107 / [info\(at\)updatepromise.com](mailto:info@updatepromise.com).



Contact Information

Curtis Nixon

UpdatePromise.com

+1 (626) 926-3975

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