



## **Platinum Warranty Corporation Launches Service Contract Management System (SCMS) Upgrades**

*Platinum Warranty Corporation has released product upgrades to its Service Contract Management System that will enable automotive dealers to broaden their customer base and further streamline the dealers' process of marketing extended service contracts.*

([PRWEB](#)) July 29, 2005 -- Cleveland, OH (PRWEB) July 29, 2005 -- Platinum Warranty Corporation has released product upgrades to its Service Contract Management System that will enable automotive dealers to broaden their customer base and further streamline the dealers' process of marketing extended service contracts.

"Our customer-driven mindset mandates that we continue to develop ways to better serve our dealer base by enabling them to increase profits and improve customer satisfaction ratings," said Anthony J. Hodel, president and CEO for Platinum. "Helping dealers maximize their profitability on a per vehicle basis is only one part of the equation. By providing them with opportunities to assist more customers and generating quotes and contracts in real time, we can make a significant contribution to dealers' repeat business and word-of-mouth advertising."

One key enhancement to Platinum's Service Contract Management System is the ability to offer extended service contracts to customers after they have purchased a vehicle, not just at the point of sale, as once was the case. "People don't always see the need for extended service coverage when they first purchase a car," noted Hodel. "In some cases the manufacturer's warranty remains in effect, and in others, it's a simple matter of finances."

Dealers also can now offer extended service contracts to customers who are looking for a service contract but who did not buy their vehicles from that particular dealer. "Ultimately, we're enabling dealers to broaden their customer base by offering service contracts to literally anyone who owns a vehicle," said Anthony J. Hodel, president and CEO. "And, to top that off, we offer payment plans up to 12 months with as little as \$199 down and 0% APR financing!"

Additional enhancements enable dealers to set up multiple user accounts for their finance staff where they can easily track who is producing contracts on a per person basis. Dealers can also get detailed reports of all extended service contracts they have sold that are on the road and active. "The more information dealers can easily access, the better prepared they are for keeping their businesses profitable," claimed Hodel.

Platinum's system continues to integrate with most dealer management systems, allowing the real-time transfer of vital information such as VINs (vehicle identification numbers) and mileage for a particular vehicle. In doing so, dealers can pull up an entire pricing matrix of every program available from 12-months/12,000 miles to 7-years/100,000 miles. "Our system ensures that dealers are getting the right price the first time around, whether it's on a service contract, GAP insurance or tire and wheel protection," said Hodel. "The best part is, it's paperless, eliminating the need to file paper or carbon copies of the contracts dealers sell. Our system handles this for them, and contracts can be quickly and easily accessed any time."

Platinum Warranty Corporation provides a full-line of automotive dealer financial services, warranties and insurance underwriting, along with full marketing and design capabilities for its partners. With its primary focus



on customer satisfaction, the company markets to car dealerships, insurance companies, banks and credit unions. Platinum Warranty Corporation was featured on Broadcast News Corporation's Winner's Circle hosted by Terry Bradshaw and has received recognition as the #1 company of the 2002 Case Western Reserve University Weatherhead 100, the NEO Success Award for 2002-2003 and the Inside Business Award for 2000 through 2004. Hodel, an inductee of the Who's Who International Directory, has been named Wall Street Journal Businessman of the Year for 2002, 2003 and 2004, received the 2002 Ernest & Young Entrepreneur of the Year award and named to the 2002 Case Western Weatherhead 100. He is also on the 2005 Ohio Advisory of the National Republican Congressional Committee.

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