

eLead Credit Application Generator

In today's environment, it is crucial to have a solid web presence in order to stay ahead of the competition. Newspaper, radio, and TV ads are simply no longer enough. It is estimated over 80% of car buying consumers use the internet as part of their shopping experience.

CBC can provide the tools to automate the pre-qualification process, streamline the consumer buying experience and your dealership workflow, while still performing necessary compliance requirements along the way. **CBC's eLead Credit Application Generator** provides the best possible solution to do just that.



CBC's eLead website solution provides more than just a lead to your dealership. It allows your website visitors to securely submit credit application information as well as providing the proper compliance requirements to automatically pull the consumer's credit report immediately. The consumer data is automatically populated in your eCredit applicant screen and identified as a "Web Lead", along with an instant email notification to a pc or mobile device informing the dealer someone just submitted an online credit application. With integration and storage into CBC's eVault, you can rest assured you have the necessary compliance and tracking history in the event of a compliance audit or consumer dispute.

Features and Benefits

- Seamless website integration
- Create and incorporate dealer specific electronic privacy notices
- "Theme" the credit application interface to match the look and feel of your website
- Securely capture, track, and eVault the customer's electronic consent, proof of disclosures, and privacy notice acknowledgement to meet legal and compliance requirements
- Auto update the transmitted web lead applicant status indicator to "Web Lead" for tracking and reporting
- Provide immediate email notification of a new web lead to the designated dealership contact person's pc or mobile device
- All data and compliance requirements are met to pull the consumer credit report without any additional data entry
- Saves time, reduces errors, streamlines process, and enhances customer experience

AUTOMATICALLY ADDS WEB VISITORS TO THE eCREDIT COMPLETE APPLICANT SCREEN

Once the web visitor submits their application via your website, the information is automatically stored in eCredit Complete's applicant screen, marked as a Web Lead, and is ready to pull a credit report.

INSTANT EMAIL NOTIFICATION

An instantaneous email is sent to the designated dealership personnel informing them a web lead and credit application has been submitted, allowing you to make immediate contact with the customer.

TIMELY, PRE-QUALIFIED LEADS

Studies have shown that web visitors who submit personal information online are ready to buy. Having this information and consent immediately provides the edge needed to close the deal before the other guy does.

For more information on any of our products or services please visit us on the web at:

www.creditbureauconnection.com

