**Century Interactive Announces Car Wars Call Tracking Integration with ELEAD1ONE**

***Dealers can track all phone calls and connect to customers via click to call directly within ELEAD CRM***

Dallas, TX October 3, 2013: [ELEAD1ONE](http://www.elead-crm.com/), a premier automotive dealership CRM provider, has just introduced the seamless integration of [Car Wars](http://www.centuryinteractive.com/b/CarWars-Appointments/) into their CRM platform. Car Wars is a comprehensive call tracking solution that helps thousands of dealerships understand what marketing drives the best leads and own the Phone. Every inbound and outbound call is tracked, recorded, and immediately sent to an expert review team that evaluates how the call was handled. This data provides real time insight into how well the dealership is performing on the phone and where opportunities for improvement exist. If a missed opportunity is identified on the call, dealers receive notification that allow for quick follow up and customer retention. In the spirit of competition, Car Wars is a scoreboard game that helps dealers build and maintain positive behaviors on the phone.

Mark Queen, Partner at ELEAD CRM said, “There are many call tracking products in the market, but a lot of our top dealers are gravitating to Car Wars as a way to improve telephony processes. The combination of simple reporting on phone performance and a deep integration into ELEAD allows dealers to seize and convert more phone opportunities. We know that the phone is one of the biggest leaks in the dealership and we firmly believe in leveraging ELEAD CRM as a platform for creating and maintaining great phone habits. We know how vital call tracking is in today’s competitive environment and have seen many groups use Car Wars as a way to keep at the top of their game.”

The advanced integration brings all of the Car Wars reporting and functionality inside of ELEAD CRM natively. No additional sign-ons are required of the dealer and data is reconciled automatically between the two platforms. The integration includes all of Car War’s core elements like inbound call tracking, recorded outbound call tracking via click to call, website call tracking, call categorization, phone performance reports, and more.

Mark Queen continued, “Our dealers need a streamlined process for handling the phone. Our integration with Car Wars is an example our open, collaborative philosophy on offering the best possible tools in the market within a single login.”

Pogo Parr, VP of Automotive at Century Interactive stated, “The partnership with ELEAD is exciting because it solves a genuine need at the dealership. Fragmentation often complicates the dealer’s vendor and marketing management. It is the Car Wars and ELEAD CRM integration that brings all of the dealer’s most important data to the right person at the right time. Of course, all done directly within the platform where they already spend their day, ELEAD CRM.”

Dealers can see for themselves how [Car Wars](http://www.centuryinteractive.com/b/CarWars-Appointments/) enhances the customer experience and make dealers own the phone. Call 888-254-1410 for more information.

[*Century Interactive*](http://www.centuryinteractive.com/pages/home.cfm) *is based in Dallas, Texas provides online marketing, mobile, and web solutions for auto retailers.*

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[*www.carwars.com*](http://www.carwars.com)