

MotiveLogicsm Introduces Fixed Ops Marketing Dashboards™; Helps Auto Dealers Drive Higher Service Department Profits

Chapel Hill, NC, July 18, 2011 – [MotiveLogic Corporation](#), the leader in real-time productivity management of advisors, technicians and dispatchers in auto dealership fixed operations, today introduced an important new feature of its real-time service management solution; [Fixed Ops Marketing Dashboards](#).

Fixed Ops Marketing Dashboards increase profits for each store location with most valuable customer AND services data to develop and track rooftop-specific marketing. Dealers can identify and monitor events and promotions bringing the most customers and the most revenue to their stores in real-time. **Fixed Ops Marketing Dashboards** give dealers the tools to know what to promote and where to drive more profits from their service departments. Such precise information is not available from any other auto dealer marketing tool.

Fixed Ops Marketing Dashboards enable dealerships to identify and monitor most valuable customer sources in real-time. Additionally, most valuable services purchased are displayed. Past month histories can also be selected.

“Our **Fixed Ops Marketing Dashboards** solve one of the biggest challenges for auto dealers -- effectively marketing their service departments -- and enable auto dealer management to gain maximum profitability from existing operations with real-time analytics. Dealerships can now establish what their marketing messages should offer, based on precise customer attraction and most valuable services analytics. They can also determine the most powerful marketing mediums to use. There is no better way to produce superior service marketing strategies,” commented [Gregg Gerdau](#), Co-Founder and Chief Executive at MotiveLogic.

Fixed Ops Marketing Dashboards are now included without any additional expense in the MotiveLogic web-based suite of low cost [Constant Coaching™ tools](#); enabling dealerships to continuously monitor updated fixed ops goals and achievements from anywhere, at anytime. With no additional effort, **Fixed Ops Marketing Dashboards** help auto dealer service departments:

- Increase fixed ops volume and profit by targeting the best services and customers
- Learn how to draw the most profitable service customers into each store
- Determine the highest ROI marketing sources for each rooftop
- Establish and track social media impact on fixed ops business goals
- Appeal to and retain the best service customers

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[About MotiveLogic](#)

MotiveLogic Corporation, the leader in real-time productivity management of advisors, technicians and dispatchers in dealership fixed operations, is the future of the automotive dealership service market. It's incomparable 'Software as a Service' (SaaS) business intelligence platform provides real-time tools to optimize manage and track dealership service operations of all sizes. The software requires virtually no installation or up-front investment, is powered by an innovative user interface and based on a simple, predictable per-employee-per-month pricing structure. Innovative technologies enable fixed operations service teams and their management to monitor and manage fixed operations in real time, from anywhere, without discarding existing investments in legacy systems. [Constant Coaching™](#) creates a high performance fixed ops culture with easy to understand, real-time information for North American dealer groups and franchise owners of all sizes.

MotiveLogicsm makes the conclusions derived via real-time analytics manageable, and delivers customizable solutions to a wide range of automotive dealership service businesses.

For more information call: 919-627-7871 or visit www.MotiveLogic.biz

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