



FAQs

- **Is there an additional cost to sign up for Edmunds CarCodeSM?**

There is no additional cost for Edmunds dealer partners to activate CarCodeSM and begin texting with customers from their mobile site and Edmunds.com.

- **Can dealership staff respond to leads from both their desktop computer and smartphones?**

Yes, customer inquiries can be responded to from a computer or from a smartphone.

- **Does the dealership staff need to download an app to communicate with customers?**

No, Edmunds CarCodeSM is a web application that can be accessed from any web-enabled smartphone. CarCodeSM works with iOS, Android, Windows and Blackberry phones.

- **Can the dealership have multiple users?**

Yes, the dealership can add as many users as they prefer to the lead distribution list. Leads can be sent out via round robin or sent to all users at once and the first available can respond. Other users will not be able to respond to a lead once it has been claimed.

- **What happens when a salesperson leaves the dealership?**

When a salesperson leaves the dealership their Edmunds CarCodeSM account can be deactivated. When a user is deactivated their leads will be re-assigned to the admin. The dealer admin is responsible for managing users at the dealership.

- **How does Edmunds CarCodeSM maintain TCPA compliance?**

Customers are given clear instructions on how they can opt out of future communication as a bounce back to the first message they send to the dealer. Customers can end communication at anytime by texting "stop". If the customer uses the "stop" opt-out, the Edmunds CarCodeSM app will block the dealership sales staff from sending additional messages from the CarCodeSM app.

- **Will the leads from Edmunds CarCodeSM be sent to the dealers CRM?**

Yes, for each new original inquiry, a lead will be created and sent to the dealership's CRM in ADF/XML format. In the comments section of the lead there will be a link to view the entire transcript of the conversation. Anytime this link is opened, the dealership staff will see the most recent version of the conversation.

- **What does the phone number look like?**

Dealers are issued a local 10-digit phone number that looks like any other cell phone number.

- **As a manager, can I be copied on the incoming leads even if I do not want to be responsible for responding?**

Yes, dealership staff can be copied on incoming leads without having to respond. A copy of each new lead can be sent to them via email.

- **Will the lead details include the make and model the customer is inquiring about?**

No, it is best to ask the customer what vehicle they are interested in.

- **Is the caller ID always accurate?**

No, sometimes the caller ID info is not available or does not reflect the name of the person you are texting with. When responding to a lead it is best to introduce yourself and ask the customer to do the same.

- **What happens when the dealership is closed?**

The admin can set hours for the dealership. When the dealership is closed the customer will get a bounce back message indicating that the dealership is closed and they will respond during normal business hours. When closed, the lead will still be sent to the dealership staff via text message and to the CRM even when the dealership is closed. This gives the dealership staff the freedom to respond if they want. However, the customer will get a message letting them know not to expect a response until normal business hours.

- **What happens on a salesperson's day off?**

Sales staff can be marked as off in the admin dashboard. When a salesman is marked as off they will be removed from the lead distribution until the box is unchecked. However, even when a user is marked as off, current customers will still be able to text message them. Only new leads will be prevented from being assigned.

- **What happens if someone calls the Edmunds CarCodeSM assigned phone number?**

The call will be forwarded to the main number at the dealership. It will be routed through the Edmunds Call Source 800#.

- **What if my OEM will not allow 3rd party lead tools to be installed on my mobile website?**

You will still be able to use Edmunds CarCodeSM to enhance your vehicle listings on the Edmunds.com mobile website. Additionally dealers are free to advertise the Edmunds CarCodeSM assigned for additional purposes such as traditional media, print ads or Craigslist listings.

- **Can Edmunds CarCodeSM be used to send out bulk or blast messages?**

No, this is designed for one to one communication. Edmunds CarCodeSM does not support or endorse sending out automated marketing messages.