

# Ascent Dealer Services Press Release Highlights New Direction for Automotive Retail Support

Ascent Dealer Services has issued a press release outlining changes to the way it supports automotive dealers with operational and digital needs. The announcement focuses on practical improvements to back-office systems and customer-facing tools, marking a shift in how the company approaches dealer enablement. This Ascent Dealer Services press release arrives at a time when many independent dealers are seeking more integrated support models.

## Streamlined Operations Take Center Stage

The press release details updates to the company's service platform, which consolidates inventory management, customer relationship tracking, and marketing automation into a single interface. Dealers have often juggled multiple disconnected systems for these tasks. The new approach aims to reduce that complexity.

According to the announcement, the platform now offers a unified dashboard that pulls data from each of these areas. This means a dealer can see which vehicles are moving, which customers are due for follow-up, and which campaigns are performing, all in one view. The company states that this integration cuts down on the time staff spend switching between applications.

For dealers, the practical effect is faster response times to customer inquiries. When a salesperson can see a customer's history and current inventory availability without leaving a single screen, the odds of closing a sale improve. The press release emphasizes that these changes were driven by feedback from dealers who said that fragmented tools were hurting their efficiency.

## Digital Presence Gets a Refresh

Another major point in the [Ascent Dealer Services press release](#) is a revamp of the digital tools dealers can offer their own customers. The company is rolling out a new website builder that integrates directly with the inventory feed. This means that when a dealer adds a vehicle to their system, it appears on their website automatically.

The builder also includes search engine optimization features designed to help local shoppers find dealer listings more easily. The press release notes that the templates are mobile-responsive, which is increasingly important as more car buyers start their search on a phone. Dealers who have tested the new builder report that they can launch a fully functional site in under two hours.

In addition to the website builder, the company is updating its customer engagement tools. These include automated email and text message sequences that trigger based on specific actions, such as a customer submitting a contact form or a vehicle being marked as sold. The goal is to keep the dealer in front of the buyer without requiring constant manual effort.

## **Training and Support Expanded**

The press release also announces an expanded training program for dealer staff. The company now offers on-demand video tutorials covering every feature of the platform. These are supplemented by live webinars held twice a month, where dealers can ask questions and see demonstrations of new features.

Support hours have been extended as well. The company now provides phone and chat assistance from early morning until late evening, covering the times when many dealerships are busiest. The press release states that the support team has been doubled in size to handle the increased demand without long wait times.

For dealers who prefer hands-on help, the company has also launched a certified partner network. Local consultants who have completed training on the platform can visit dealerships in person to help with setup and ongoing optimization. This addresses a common complaint among dealers who felt that remote support alone was not enough for complex issues.

## **Data Security and Compliance**

Security is another area addressed in the press release. The company states that all customer data is now stored on encrypted servers with regular third-party audits. This is particularly relevant for dealers who handle sensitive customer information such as credit applications and personal contact details.

The platform also includes tools to help dealers comply with data privacy regulations. A built-in consent management system tracks how each customer has agreed to be contacted, and the system automatically respects those preferences across all communication channels. The press release notes that this reduces the legal risk for dealers who might otherwise struggle to keep up with changing rules.

## **Pricing and Availability**

While the press release does not specify exact pricing, it states that the updated platform is available immediately to new and existing clients. The company has introduced a tiered pricing model that allows smaller dealers to access core features at a lower monthly rate, with the option to add on advanced tools as their business grows.

Existing clients will be migrated to the new platform over the next quarter. The press release assures dealers that the transition will be handled with minimal disruption, including dedicated migration support for each account. Data from the old system will be transferred automatically, and dealers will receive training sessions before their migration date.

## **Market Context**

This Ascent Dealer Services press release comes as the automotive retail sector faces pressure to modernize. Consumers have grown accustomed to the convenience of online shopping in other industries, and they expect similar experiences when buying a car. Dealers who cannot provide up-to-date inventory online, quick responses to inquiries, and a smooth purchase process risk losing customers to competitors who can.

The press release positions the company's updates as a direct response to these market forces. Rather than offering a generic set of tools, the platform is tailored specifically to the workflow of a car dealership. This includes features like floor plan management, trade-in valuation tools, and integration with major vehicle history report providers.

Industry observers have noted that dealer service providers are increasingly consolidating. Several competitors have merged or been acquired in recent years. The press release does not address any specific competitive moves, but the breadth of the announced updates suggests that the company is aiming to be a comprehensive provider rather than a niche player.

## **Looking Ahead**

The press release closes with a note about future development. The company plans to release additional features later in the year, including more advanced analytics and artificial intelligence tools for pricing optimization. However, the current announcement focuses on the foundational changes that are rolling out now.

For dealers who have been waiting for a more integrated approach to their operations and marketing, the updates represent a significant step forward. The combination of streamlined software, expanded training, and stronger support should help dealers run their businesses more efficiently and serve their customers better.

The full text of the Ascent Dealer Services press release is available through the company's official channels. Dealers interested in learning more about the updates or signing up for the platform can contact the company directly for a demonstration.