Chrome Data's industry-leading data tied to VIN explosion drives accurate and fast vehicle descriptions for cDemo Mobile Solutions' customers

Customers shave up to 20 seconds off the time it takes to capture and document vehicles

From high-level VIN explosion to granular detail like paint scratches and carpet stains, cDemo Mobile Solutions enables automotive retailers to capture the vehicle data they need, normalize descriptions and distribute the information, all from one mobile device. The company's success hinges on the accuracy of its data and speed of its VIN explosion services. For this, cDemo turned to solutions from Chrome Data. As a result, the company has cut the time it takes customers to capture and document vehicle information and is delivering an unparalleled level of data accuracy.

Complete data set integrated with VIN explosion ensures accuracy and speed

cDemo licenses Chrome Data's Automotive Description Service (ADS) to capture vehicle descriptions. Backed by Chrome Data's industry-leading data sets for US and Canadian vehicles, ADS provides fast and accurate VIN explosion. "Our customers are concerned with speed and accuracy," says Allan Chell, President & CEO of cDemo. "We evaluated other companies and found that Chrome Data has the most complete data set tied to VIN explosion, which dramatically speeds up data collection for our customers."

Data normalization and standardization makes online selling work

cDemo notes that one of the biggest challenges for its customers is the increase in sight-unseen online vehicle sales. To ensure successful deals and minimize arbitration, descriptions must be accurate and complete. Chrome Data normalizes and standardizes the vehicle year and make for consistent and standard vehicle documentation, no matter who is gathering the information. Says Chell, "ADS has definitely given us a competitive advantage because it enables organizations to have better control over how people are describing vehicles. You eliminate so many problems by getting control of your front-end data collection process."

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>
> Allan Chell, President & CEO
> cDemo

VIN explosion and images speeds inventory documentation and distribution

cDemo's customers prioritize fast documentation of vehicles. When you're capturing 30, 40, or even 50 vehicles a day, saving seconds per vehicle really adds up. Thanks to Chrome Data's fast VIN explosion, cDemo is keeping its customers moving at a fast clip.

"ADS reduces the amount of time required to confirm and document vehicle model, engine, transmission, drivetrain, and exterior and interior colors," says Chell. "If we can save them 15 to 20 seconds per car by not having to individually select the year, make and model, that's a significant amount of time for our large volume customers." cDemo also depends on Chrome Data's image gallery of showroom-quality vehicle images to get its dealer customers up and running fast. The company attaches Chrome Data's images to existing inventory so a dealer's entire lot can be online in record time.

By partnering with Chrome Data for vehicle data, VIN explosion and images, cDemo is handily meeting its customers need for fast and accurate vehicle documentation. Customers can quickly start inspections, be confident on year and make and accurately document the data points they need to reduce errors and maximize return on investment.

ABOUT cDEMO | www.cdemo.com

cDemo Mobile Solutions has committed over 10 years of research and development in every aspect of data; from the gathering of information, management, organization and subsequent distribution. Its mobile application, Mobile Inspector, strives to make this process as easy and efficient as possible by facilitating the accurate collection of any type of information. Following the collection process, Mobile Inspector sends the data to the cDemo platform, which provides an array of tools to help you manage and distribute it in order to cater to your specific needs. This process, as a whole, ensures overall accuracy and continuity of information, whatever it may be. "We are Mobile Data Collection."