# Digital Sales Platform
# Feature Enhancements and Updates



Last Updated: 7/15/26

# Purpose of document

- This documentation aims to showcase the key new features and enhancements in the upcoming Digital Sales Platform (DSP) release, focusing on those that will have the most immediate and impactful benefits to our dealers and clients.

- These new features and enhancements are designed to provide dealers with greater efficiency and transparency in DSP, while offering clients a better and seamless shopping experience.

# Digital Sales Platform Upcoming Enhancements

**Upcoming New Features & Enhancements (July 2026)**

- Salesperson’s Contact Info, Now in Every Client Email
- Your F&I Products, Now Visible on Acura.com & DSP
- Default Custom Order Visibility for Leadership
- New Leads & Deals Flag in HELMS & Where to Find Them in DSP

All items above have **inserted links** that allow you to jump directly to the relevant page with a click.

# Upcoming New Features & Enhancements

# Salesperson’s Contact Info, Now in Every Customer Email

# Salesperson’s Contact Info, Now in Every Client Email

**What’s Changing?** Client emails from DSP will now include the sales consultant's name, phone number, and email — so customers can reach their salesperson directly.

**What’s in it for you?**

1. **Clients call their salesperson, not the front desk.** When a client gets an email about their deal, they'll see your direct contact info — making it easy to pick up right where they left off with the person they've been working with.

2. **No more leads going to the wrong person.** Without sales consultant info, deal sheets and emails default to the sales manager's contact. That means the manager fields calls that should go to you, and deals can get pushed to the DMS without the salesperson attached — creating commission tracking issues for accounting.

3. **More transparency for everyone.** The right salesperson is tied to the deal from email through to the DMS, so there's a clear record of who's working the deal. That means fewer mix-ups, cleaner handoffs, and commissions going where they should.

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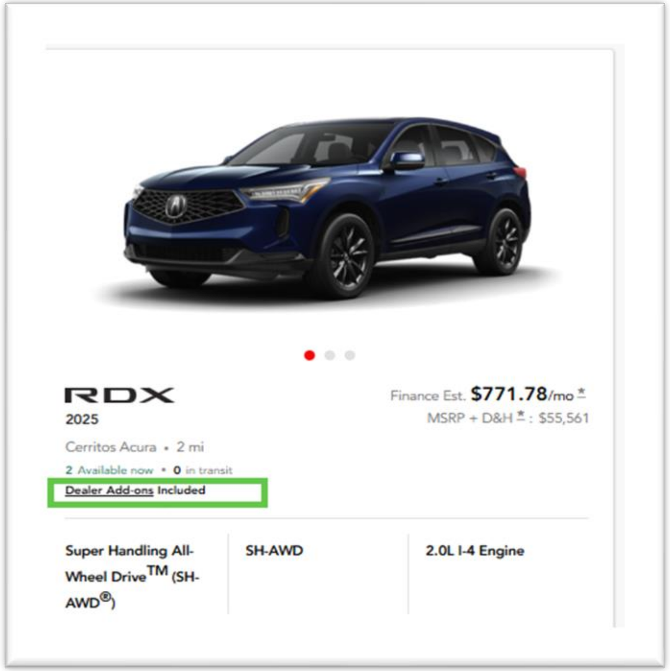
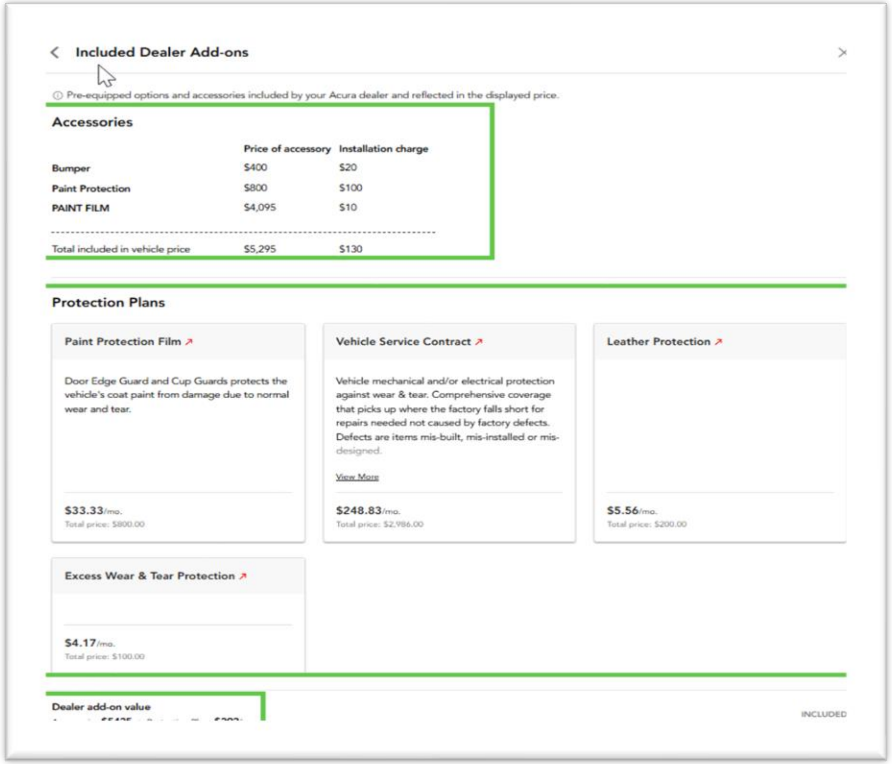
# Your F&I Products, Now Visible on Acura.com & DSP

**What's Changing?** Packed dealer F&I products — VSC, GAP, paint protection, etc. — will now be displayed to customers on Acura.com and DSP, giving your F&I lineup visibility from the moment a client lands on your inventory.

**What's in it for you?**

1. **Clients are aware of included F&I products before they sit down.** Protection plans show up on the vehicle listing with descriptions and monthly cost breakdowns — customers understand the value before they reach the desk.
2. **Higher F&I attach rates.** Customers who see protection plans as part of the vehicle are less likely to decline them during F&I.
3. **No surprises, no pushback.** F&I costs are reflected in the price breakdown throughout the entire purchase flow — what the customer sees online is what they see at the dealership.
4. **No workflow changes.** Configured through your existing dealer portal.



# Default Custom Order Visibility for Leadership

# Default Custom Order Visibility for Leadership

**What's Changing?** When a General Manager, Sales Manager, or F&I Manager is onboarded to the platform, custom order visibility is now turned on automatically — no setup request needed.

**What's in it for you?**

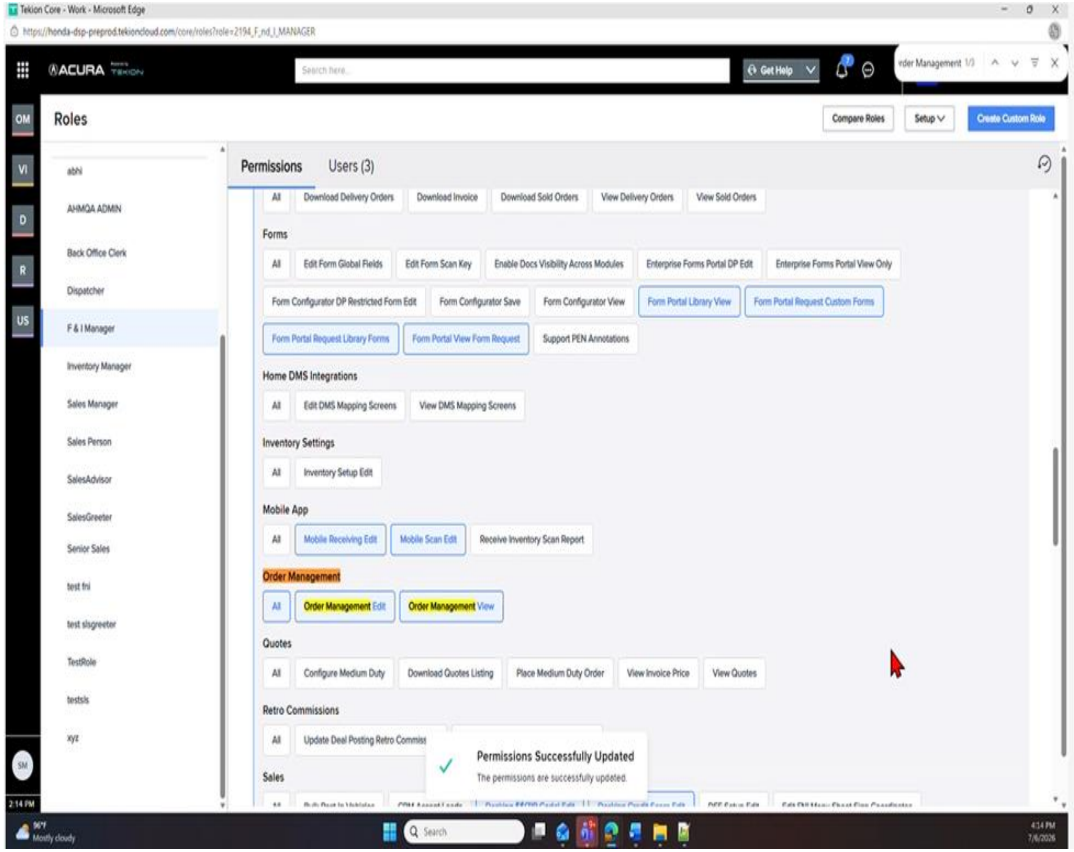
1. **See custom orders from Day 1** — New managers no longer have to wait for a BSA to flip a toggle before they can see custom orders in their workflow.

2. **Empowers leadership with visibility into all client activities**— Eliminates the gap where leadership doesn't realize they can't see custom orders, so nothing slips through the cracks.

3. **Ease of use** — Removes a manual configuration step that previously required a support request, freeing everyone's time.

4. **GMs stay in control** — GMs can still turn off visibility for individual users if needed, but can't accidentally remove their own access.

Example of F&I Manager having Order Management visibility by default



# New Leads & Deals Flag in HELMS & Where to Find Them in DSP

# New Leads & Deals Flag in HELMS & Where to Find Them in DSP

ACURA

When a new opportunity is received, you can now review the Lead Source/type in HELMS to see where to locate the client in DSP.
**Navigate to the Lead page in DSP for Leads Sources. Navigate to the Deals page in DSP for Deals Sources.**

**START HERE:**
New opportunity received

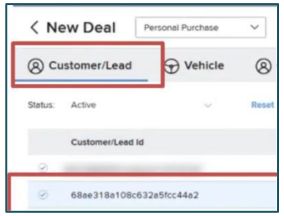
**Digital Sales Lead Sources:**
Appointment, Have a Question, Request Info, Request Quote CTAs

Does it have a **Lead flag?** → Yes → Go to **LEAD section** in DSP

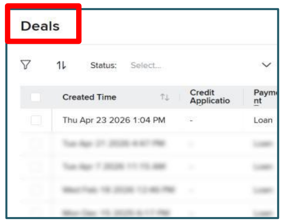
No ↓

Does it have a **Deal flag?** → Yes → Go to **DEAL section** in DSP

**From the DSP homepage, access opportunities from one of these two tiles.**

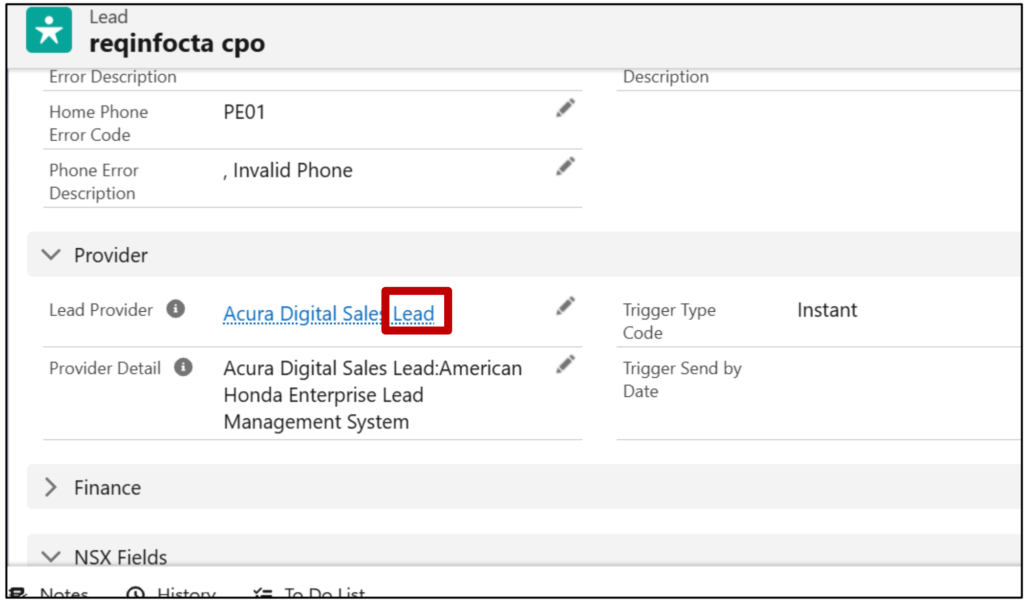



**DSP Leads Page**
**Go to DSP Home -> Click "Start Deal" button on the top right -> Customer/Lead**

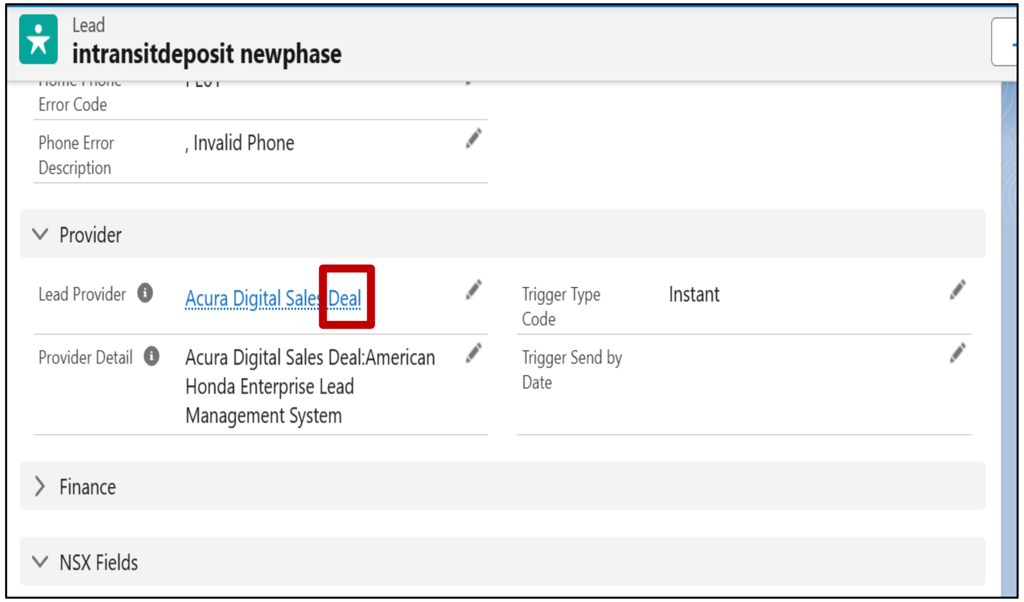



**DSP Deals Page**
**Go to DSP Home -> Click "Deals" app -> Deals**

Example of a Request Info Lead in HELMS with Lead Indicator Flagged




Example of an In-Transit Deposit Deal in HELMS with Lead Indicator Flagged

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# Hot & New Features

# Digital Sales Platform – CRM Integration

**For all Acura Dealers**

The Digital Sales Platform will soon be integrated with your CRM systems.

This integration will allow you to push client information directly from your CRM to the Digital Sales Platform with a single click, eliminating the need for manual data entry.

Over the next few slides, we will demonstrate how to push CRM information to the Digital Sales Platform, starting with a detailed look at the integration for DriveCentric and VIN Solution.

We are actively working on integrations with other CRM vendors, with more to be released toward the end of the year. Stay tuned for further updates!

# CRM Integration – VIN Solution

# Digital Sales Platform – VIN Solution

We're exited to announce the VinSolutions integration with the Digital Sales Platform!

This new integration creates a **faster, easier workflow** by **eliminating manual double entry** and **reducing rework**. Customer and lead records can now be sent **directly from the VinSolutions CRM into DSP**, helping teams save time, improve accuracy, and move deals forward more efficiently.

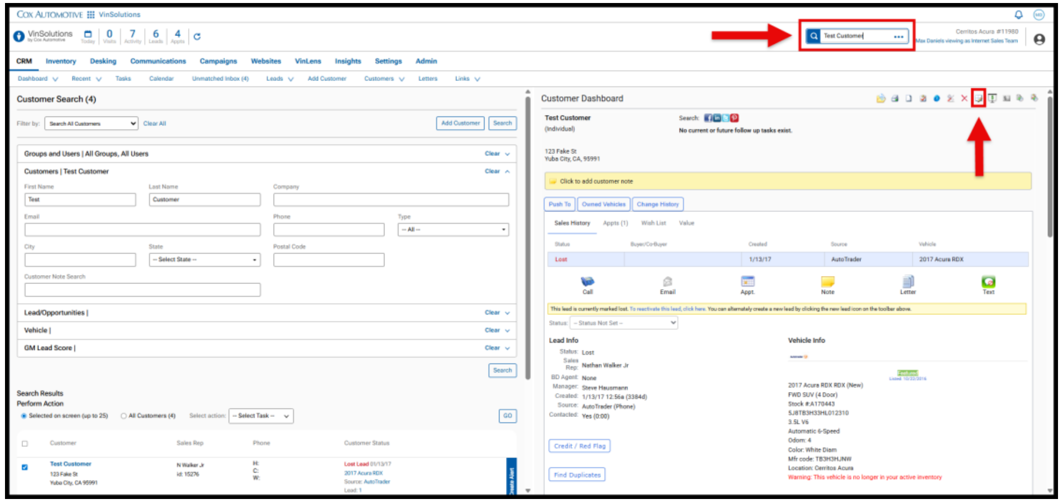
Using the integration is simple. There are 3 steps involved:

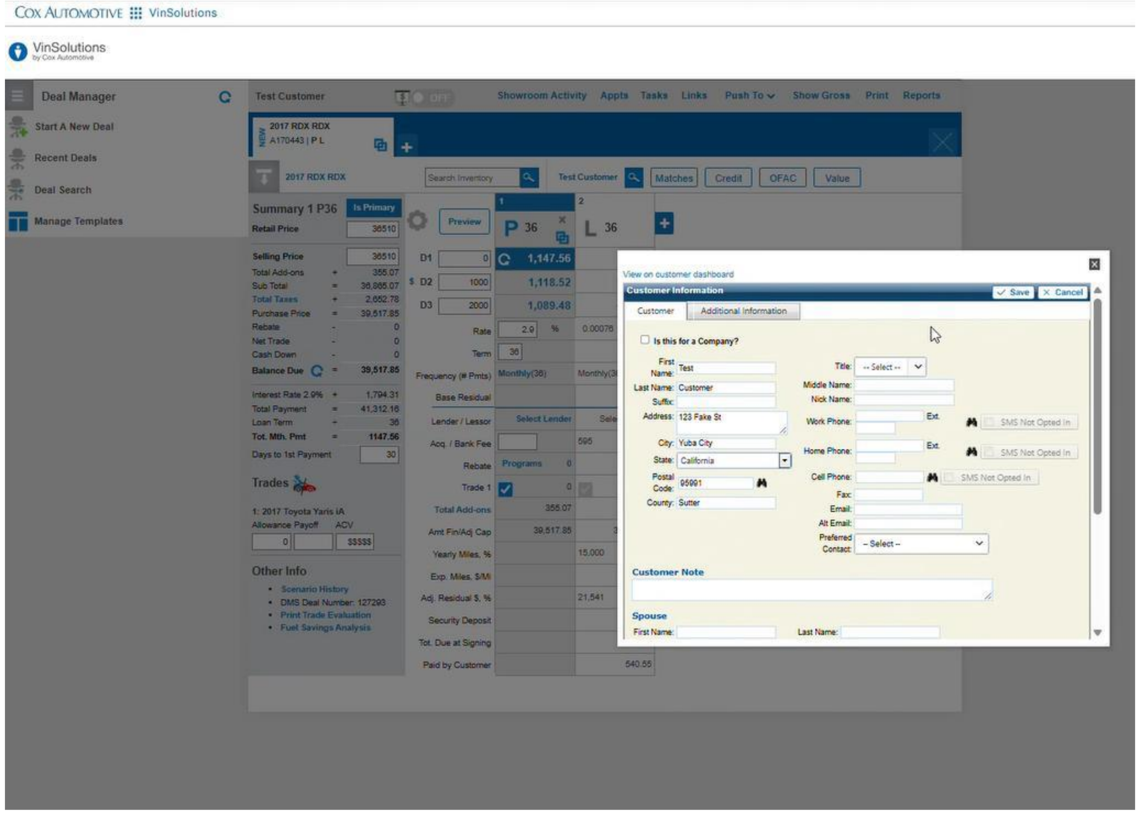
1. Locate client within the VinSolutions CRM & enter required information
2. Send lead to DSP
3. Start a new deal within DSP

Please note: This does not pertain to ARC dealers.

Step #1:

- Search client using the search bar (top right)
- Click the "desking" icon
- Enter required information



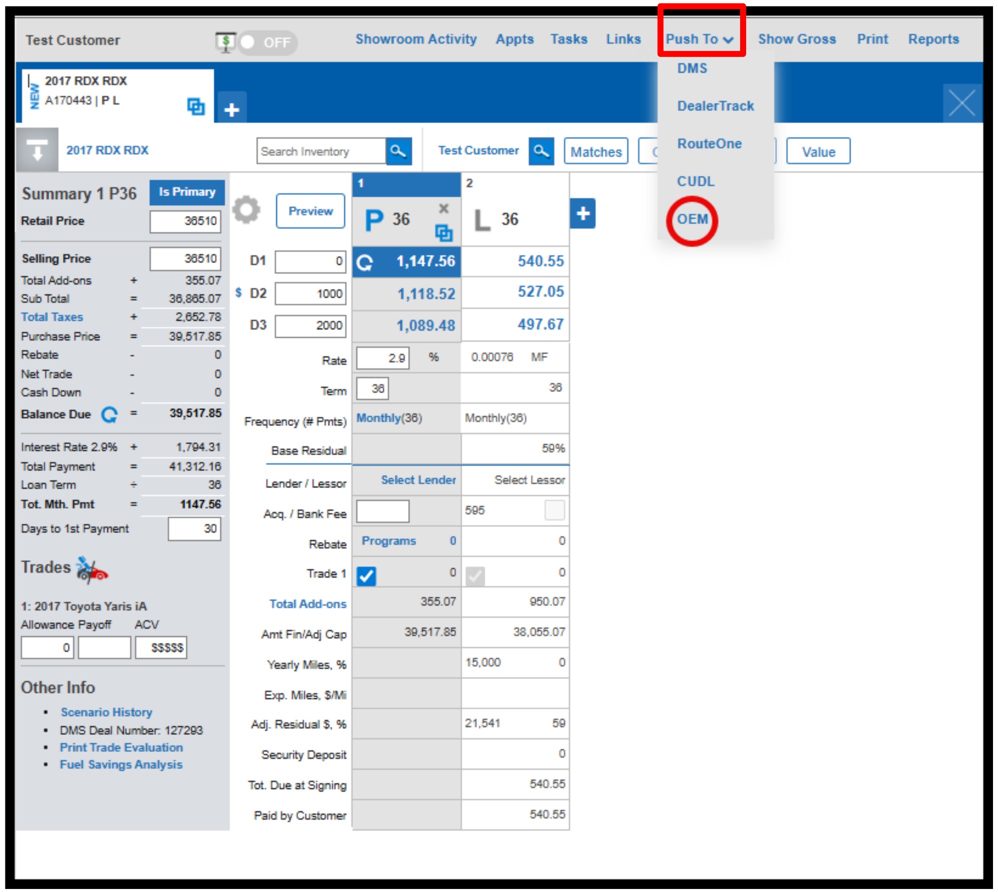


Mandatory Fields:

- First/Last Name
- State & Zip Code
- Cell Phone Number
- Email address

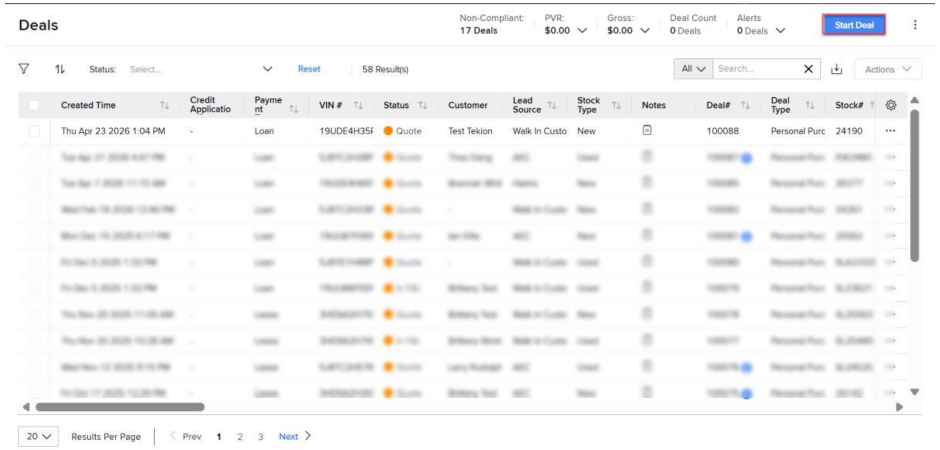
Step #2:

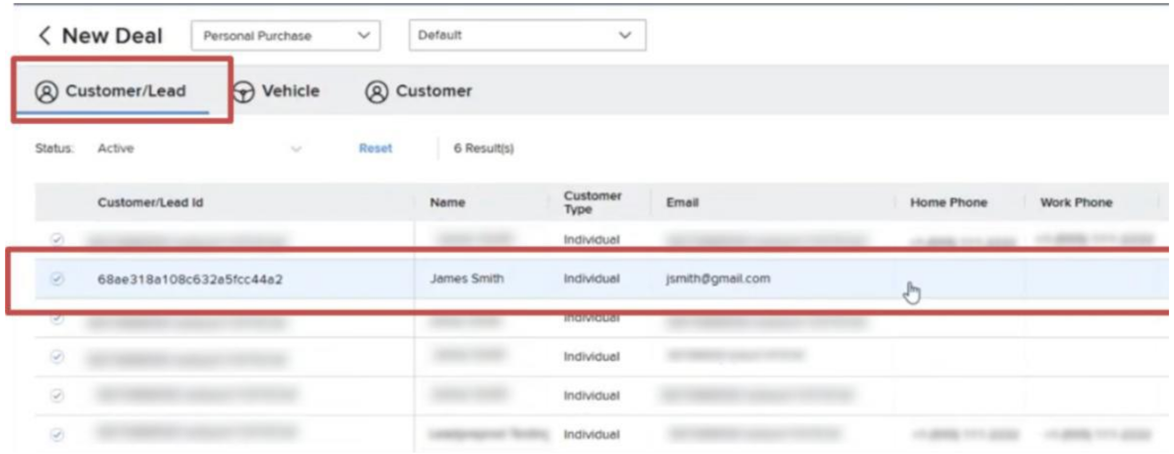
- Click the “Push To” dropdown
- Select “OEM,” sending the lead to DSP



Step #3:

- Enter DSP
- Go to Deals Tile
- Click “Start Deal” (top right) to enter the customer/lead tab
- Select your client record (newest lead will be first)
- Click “Start” (lower right) to enter the desking screen



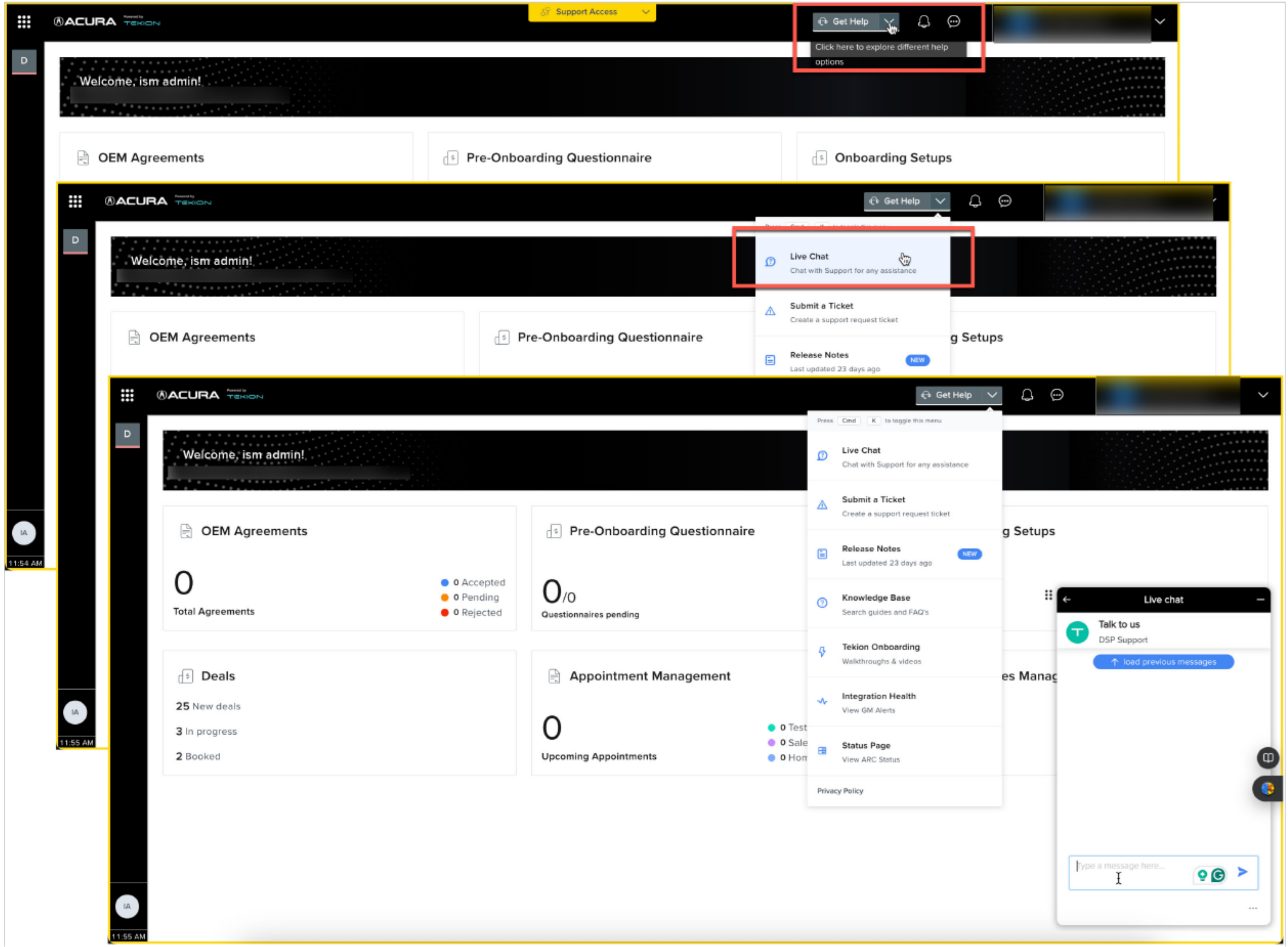

Please note: Only customer information & vehicle details will flow to DSP.

# Digital Sales Platform – VIN Solution

Get Support:

- Click “Get Help” (top right)
- Click “Live Chat”
- Type the request

The responding agent can view your screen and guide you through a quick resolution.



# CRM Integration – DriveCentric

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We're exited to announce the VinSolutions integration with the Digital Sales Platform!

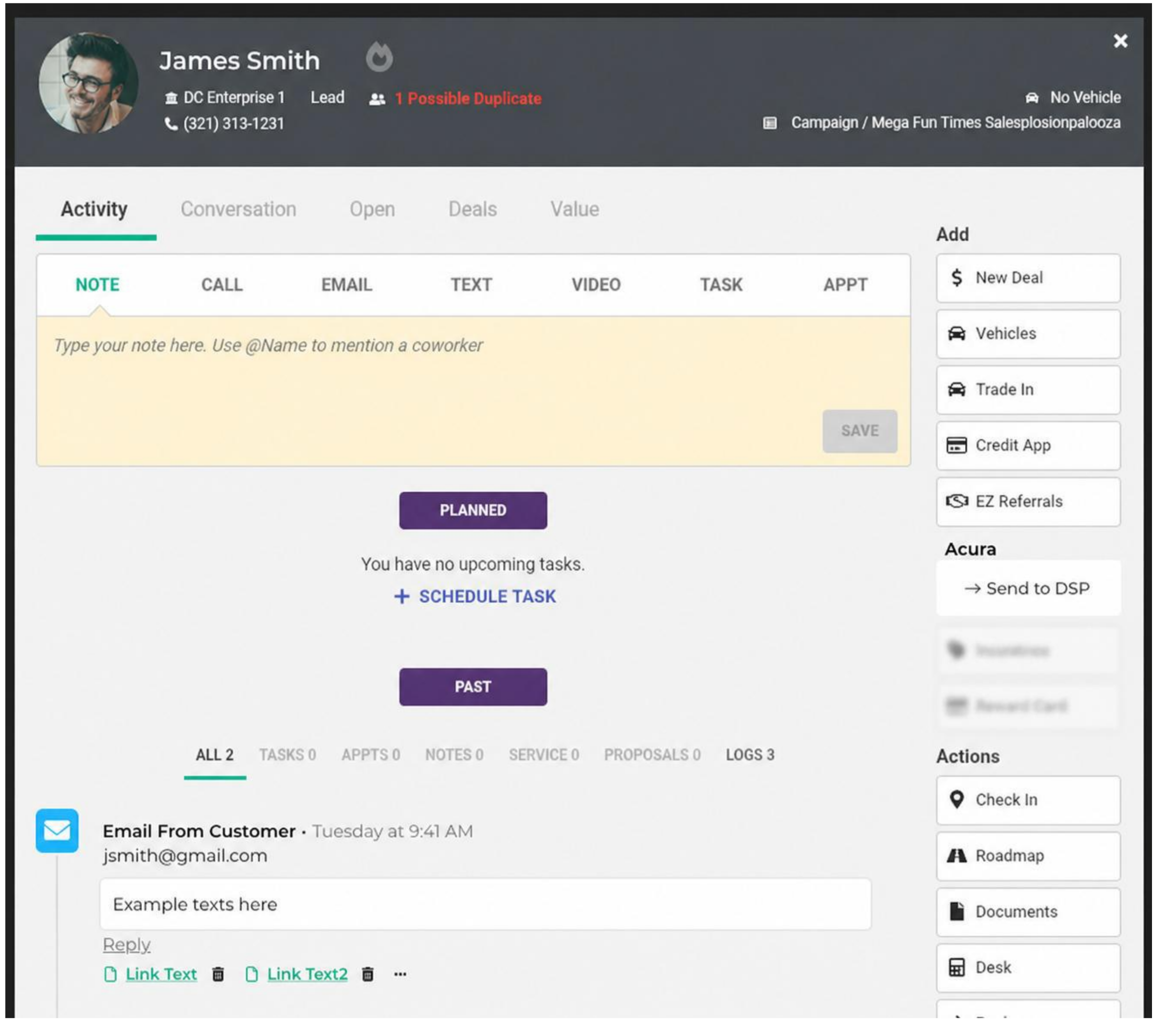
This new integration creates a **faster, easier workflow** by **eliminating manual double entry** and **reducing rework**. Customer and lead records can now be sent **directly from the DriveCentric CRM into DSP**, helping teams save time, improve accuracy, and move deals forward more efficiently.

Using the integration is simple. There are 3 steps involved:

1. Locate client within the DriveCentric CRM
2. Send lead to DSP
3. Start a deal within DSP

Please note: This does not pertain to ARC dealers.

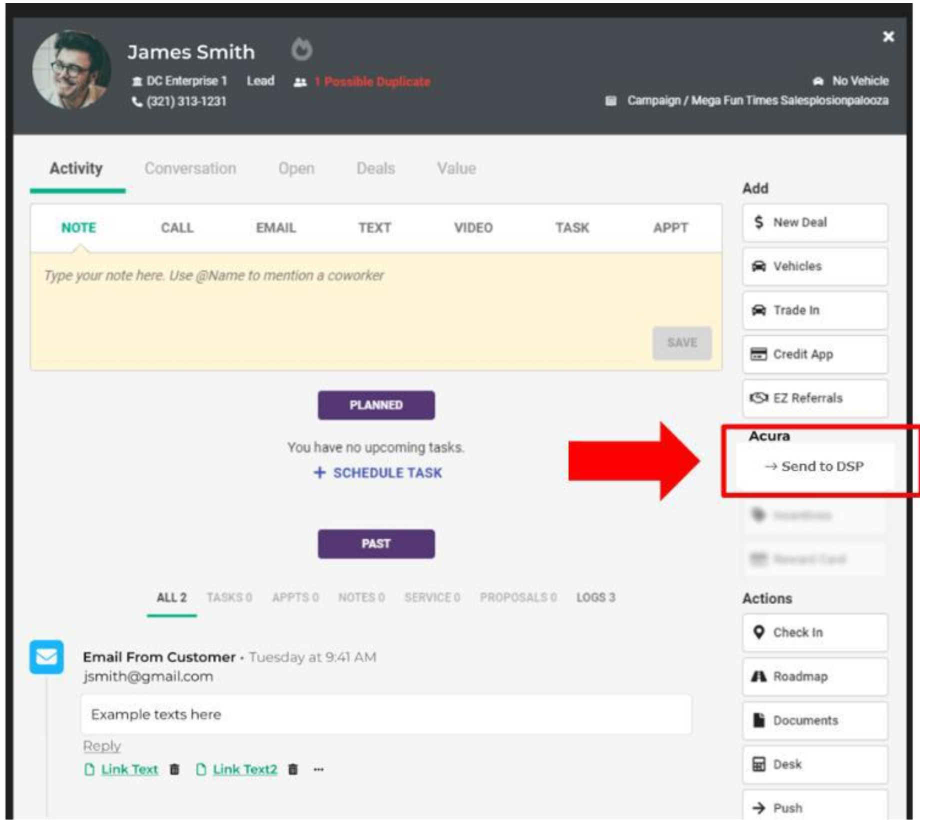
Step #1:
- Locate the client, in the customer card page



# Digital Sales Platform – DriveCentric

Step #2:

- Click “Send to DSP” found in the right-side menu



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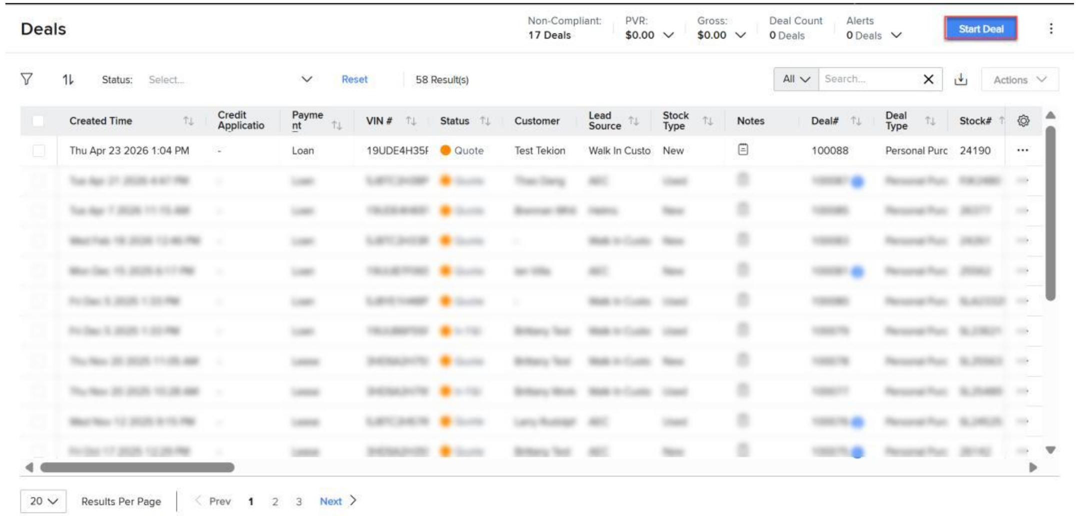


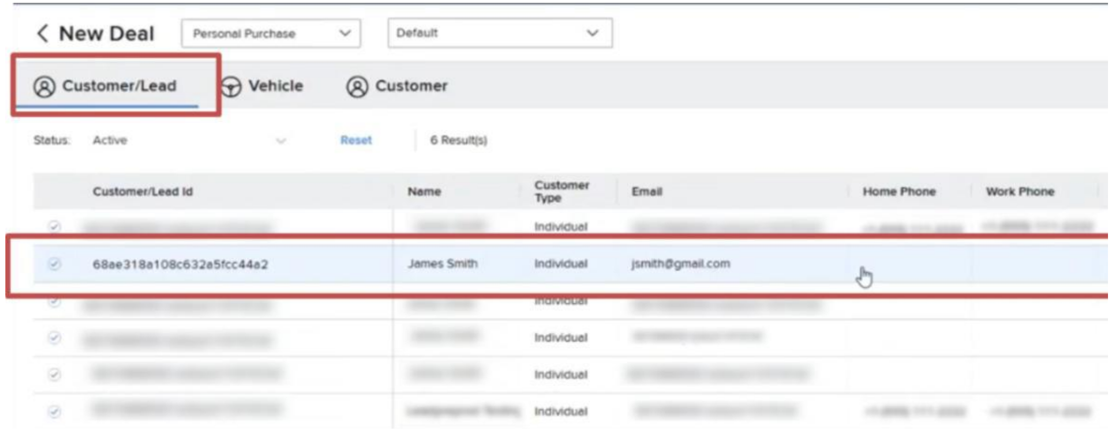


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