

Client Case Study

AutoAction Streamlines Workflows and Improves Collections for Texas Auto Dealers with REPAY



Texas dealer management software (DMS) provider simplifies credit and debit card processing and launches anytime, anywhere omni-channel payments for 700+ independent dealers.

Consumers increasingly expect to have anytime, anywhere payment options. The need to operate in a more virtual world has become an essential part of doing business. Since 1999, AutoAction, a leading dealership management software (DMS) provider for independent Texas dealers, has had a steadfast focus on providing robust technology solutions that solve their dealers' day-to-day challenges. To help dealers meet changing market dynamics and operate as efficiently as possible while adhering to government regulations and requirements, AutoAction turned to long-time partner, REPAY, to enable an integrated suite of new payment options that would make collections seamless and easy.

About AutoAction

Established in 1999, founder Ramzi Sabra created Wise Information Technology and developed AutoAction for Texas used car dealers providing them with what they would understand, appreciate and need for business growth. From inventory acquisition to sales and finance, AutoAction helps streamline business operations and maintain compliance with federal and state laws and regulations. AutoAction

is dedicated to providing the best dealership management software and customer service available for independent car dealers in Texas.

"We recognized there was a need for our dealers to reduce the large number of tasks required to collect and process payments," commented Ramzi Sabra, CEO & President, AutoAction. "We wanted to help them minimize data entry and avoid duplicative work as well as offer new secure one-time and recurring payment options that would enable faster, automated collections to improve their revenue and cash flow."

Proven Integrated Solutions for DMS Providers

Well-known by their dealers as an easy-to-use DMS, AutoAction wanted a single provider with solutions that would easily integrate with their homegrown dealership management system and was backed by proven expertise in the automotive lending and payments market. Having worked with REPAY and its predecessors since 2013 for card and ACH processing within their software, the AutoAction

team chose to expand on their partnership to enable a new omni-channel payments approach to help dealers better meet consumer expectations. The REPAY solutions enabled AutoAction to update their dealer management software with the following integrated solutions:

- Realtime credit card and debit card processing
- New payment channels:
 - Interactive Voice Response (IVR) or pay-by-phone offers dealer customers the convenience of making payments via a 1-800 number anytime.
 - Text Pay lets dealers directly communicate with customers through payment reminders and allows customers to authorize and pay with a simple text.
 - Online Customer Portal, a customized hosted website for dealers to offer online payments.
 - Mobile App that allows customers to pay on the go from anywhere.

“As an independent DMS provider with proprietary software, it is vital to keep our integration partners to a select, well-proven few,” added Sabra. “We have an excellent relationship with REPAY, and through this latest implementation, we are now able to offer our dealers even greater convenience and optimization with enhanced payments technology, seamlessly integrated into their workflows.”

Dealers Speed Up Collections with Omni-Channel Payments

AutoAction began rolling out their latest upgrade integrated with the REPAY credit and debit card processing and new omni-channel payment solutions to their 700+ dealers just a few months ago. Since that time, they have already begun receiving

positive feedback from dealers that have launched the new payment channels. The integrated solutions are easy to implement, according to the AutoAction team, with the process for each dealer taking less than a week and just minutes to synchronize between AutoAction and REPAY once the solutions are live.

“The REPAY solutions give both AutoAction and our dealers a competitive edge. We’re able to improve our customer support capabilities and dealer satisfaction by making their customers happier with more payment options and the dealers’ jobs easier with simplified, secure and automated collections,” said Sabra.

Collections are a crucial source of revenue for dealers. With the new REPAY solutions available via AutoAction, dealers can easily accept and charge payments with secure credit card data on file through Active Safe versus waiting for confirmation or having to rekey in credit or debit card information from the customer. The REPAY solutions ensure that any data stored and all payment types meet compliance and regulatory requirements, including PCI DSS Compliance and Nacha guidelines. Auditing and tracking of payments are simplified with the ability to track payment schedules, enter and edit single or multiple payments and provide an audit trail of each individual payment made. And finally, with REPAY’s relationships with multiple trusted banks, dealers are assured uninterrupted access to their funds for improved revenue and cash flow.

“We are excited to see how the rollout of the new REPAY payment channels will continue to shape and improve the way our dealers are able to conduct and grow their businesses. From the ease of implementation to the exceptional customer service and consistent product innovation, these are just a few of the reasons we look forward to a long and mutually beneficial relationship with REPAY,” added Sabra.

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