The AI your dealership needs, in one platform.

How Shiftix Cloud compares with DealerCRM, and what changes for your sales team, your BDC and your managers.

CLEAR TERMS

User packs for different team sizes

Compare the user packs online. Contact Sales for a quote.

AD SPEND

Spend tied to deals

Google and Meta spend, clicks and cost per lead in one place, tied to the real leads and deals in your CRM.

ACCOUNTABILITY

See what's slipping

BlindSpot flags leads and deals that are slipping, and a named Revenue Advisor reviews them with you every month.

WHAT CHANGES DAY TO DAY

Follow-up that doesn't depend on memory

Aria can reply to new leads automatically by text and email, and suggests the next step on every lead, so nothing sits.

Accountability you can see

See who followed up and who didn't, by rep and by store. BlindSpot flags leads and deals that are slipping.

Ad spend tied to units sold

Google and Meta spend, clicks and cost per lead in one place, tied to the real leads and deals in your CRM.

An easier day for your BDC

Calls, texts, email, Facebook and web leads in one inbox, plus a daily work list instead of chasing reps.

ONE PACKAGE. NO SURPRISES.

- **Phone, texting and AI included**
- **Two custom reports a month**
- Month-to-month user packs
- **Onboarding and training included**

Next step: a live demo

Built around your stores, your inventory and your team.

The comparison that follows is based on public information on dealercrm.com as of Nov 5, 2026. We do our best to keep this accurate, but features change routinely, so please confirm current details. DealerCRM is a trademark of its owner.

CAPABILITY	SHIFTIX CLOUD	DEALERCRM
TERMS		
How to get pricing	✓ Plans listed; contact Sales for a quote	– No — every deal is a custom proposal
Contract terms	✓ 5 and 10 User Packs are month to month; ask Sales about Enterprise terms	– Signed agreement; term set at signing
PHONES		
AI voice — answers calls	✓ Store and rep lines, on your ring rules	✓ OliviaAI answers every missed/after-hours call; books from live calendar
Business phone system	✓ Numbers, routing, click-to-call, recording	✓ Full native phone on desktop + mobile; replaces Podium/Grasshopper
Outbound calls come from your dealership's own local numbers, with your dealership name registered for caller ID.	✓ Outbound calls come from your dealership's own local numbers, with your dealership name registered for caller ID.	✓ DealerIdentify on every outbound call
FOLLOW-UP + AI		
Instant lead reply	✓ Automatic, by text and email	✓ Yes, all channels including voice
Autonomy control	✓ Aria Drive per rep: Park / Assist / Drive / Cruise (Drive/Cruise Pro+)	✓ 3 modes per rep/lead: draft, send-after-delay, fully autonomous
AI next steps + summaries on the record	✓ Aria next steps, updated after every touch	✓ 5–6 sentence relationship summary regenerated after every touch
Revenue-leak monitoring	✓ BlindSpot (Professional+) + free Revenue Leak Audit	– Not offered
LEADS + DEALS		
Facebook leads + Messenger	✓ Instant Form leads sync in; Messenger managed in the app	◉ Messenger only; no form-lead sync described
Deal quoting	✓ State and county taxes, fees, trades, payments, printable quotes	✓ AutoPencil 2: 50-state tax, finance/lease/balloon
Credit pulls (700Credit)	✓ 700Credit	✓ Embedded credit pulls
Multi-unit deals	✓ Boat, motor and trailer with several stock numbers on one quote	✓ Multi-collateral deals on one payment (e.g. two machines + a trailer)
MARKETING		
Paid ad performance (Google + Meta)	✓ Google and Meta spend, clicks and cost per lead, tied to real leads	✓ Ad-source attribution; no ad spend shown
Review requests	✓ Review Builder after sold units and closed ROs; Google reviews answered in Shiftix	✓ Post-purchase survey; AI replies to reviews
Auto-post inventory to social	✓ New arrivals and price drops post automatically, with Aria captions	– Not offered

The companion feature detail sheet covers all 88 capabilities. DealerCRM details are based on public information on dealercrm.com as of Nov 5, 2026. "Not listed" means we could not find it published. Features in both products change often, so please confirm details.

✓ Yes ◉ Partial – No, or not listed publicly