

DriveCentric & Automotive Mastermind

Integration Overview

DriveCentric and Automotive Mastermind have partnered to deliver a seamless, bidirectional data integration between both platforms. Dealership teams gain a unified view of every customer — combining Mastermind's predictive intelligence with DriveCentric's real-time CRM capabilities.

How It Works

- Customer profiles identified in Automotive Mastermind are automatically pushed into DriveCentric as leads or matched to existing contacts.
- Key data — including BPS scores, assigned salesperson, and new lead/opportunity data — flows from Mastermind into DriveCentric.
- DriveCentric sends back real-time activity: customer status, active deal information, notes, completed tasks, and contact history.
- Critical actions (e.g., pushing a new lead or adding a note) are delivered via API and appear in DriveCentric in near real-time.
- General profile and status data syncs every 24 hours overnight.

Data Fields Exchanged

The table below outlines the key data fields shared between the two systems.

Mastermind → DriveCentric	DriveCentric → Mastermind
• Customer Name & Contact Info	• Customer Status (View only)
• Assigned Salesperson	• Active/Recent Deal Information
• BPS	• Notes
• New Lead/Opportunity Data	• Completed Tasks & Contact History

Sync Frequency: Most data syncs every **24 hours overnight**. Critical actions (new leads, notes) are sent via API and appear in DriveCentric in **near real-time**.

Automotive Mastermind shortcut to DriveCentric Customer Profile



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Not Contacted

Customer Profile

Notes

CRM

Campaign Activity

Website Activity

History

 Open CRM



Notes



Tasks

3



Contact History

3

Key Benefits

Unified Customer View	Sales teams see Mastermind's predictive data alongside live DriveCentric deal activity — no toggling between systems.
Reduced Manual Entry	Bi-directional sync eliminates duplicate data entry; updates in one platform automatically appear in the other.
Faster Lead Response	New Mastermind leads appear in DriveCentric in near real-time via API, ensuring no opportunity is missed.
Richer Context for Salespeople	Contact history, tasks, notes, and deal status flow back to Mastermind for a complete picture of every interaction.