Proven Solutions for Automotive Dealerships

YOUR VEHICLE FOR SUCCESS

In the ultra-competitive world of buying, selling and servicing automobiles, auto dealerships must improve customer service levels, reach potential customers effectively and enhance the car-buying experience in order to capture more market share. Effective communication tools are an essential key to addressing these needs and growing a successful dealership.

Inter-Tel's solutions can help your dealership:

- Deliver exceptional customer service
- Facilitate the mobility of your resources
- Streamline front office operations
- Reduce business expenses
- Provide convenient services for your busy customers

FIND INSIDE
Unified Communicator®
Call Center Suite
Applications Platform
Campaign Dialer

Customer Relationship Tools

Often dealerships have multiple locations and buildings with sales associates, managers and service professionals frequently mobile throughout the facilities and grounds. Overhead paging is distracting to your customers and staff, but calls need to be routed to the appropriate team member.

Solution: Provide your associates with a tool that enables them to control their communications, allowing callers to reach them no matter where they are

Unified Communicator® software enables your staff to stay in control of their communications to facilitate increased sales and customer satisfaction. Your sales, service and management associates can easily create priority call routing rules to control a variety of elements: who reaches them, when they can reach them, and through which device (e.g., handheld, cell phone, office phone, pager).

Inter-Tel's Unified Communicator provides many practical uses for busy professionals such as:

- Automatically forward specific calls to other associates when you're with a customer
- Receive urgent calls from a particular customer or manager—no matter where you are
- Enable or disable routing rules, initiate calls, record customized greetings for individual callers and more via speech recognition or touchtone when you're on-the-move
- Inform your staff of your availability (e.g., at lunch, out of the office, Do-Not-Disturb)
- Access your address book and speed-dial customers, addressing business matters quickly

Often dealerships implement workgroups or call centers responsible for sales or service. Business owners and managers require insightful tools that enable them to analyze call statistics and employee performance for increased sales and improved employee training.

Solution: Leverage real-time and historical reporting tools to make informed business decisions

Call Center Suite is a collection of productivity management solutions, agent and workgroup tools, and call logging and recording solutions. These flexible tools provide key call statistics your business needs to monitor call activity and employee performance.

Inter-Tel's Call Center Suite helps your business:

- Monitor who is calling and when to adjust business hours to meet the needs of your customers
- Measure and monitor advertising efficiency and effectiveness
- Gauge the performance of your sales associates
- Improve training and enhance quality assurance
- Track abandoned calls to recover revenue

WHAT THEY SAY

"The wireless voice solution, running on the data infrastructure, was another tangible benefit for deploying Voice over IP. Most importantly, the solution–combining applications, hardware and wireless–makes us a more responsive and efficient company, which in our business, is the foundation for success."

–Bill Freund, Information Technology Manager for DAA, Draexlmaier Automotive of America (DAA)

Dealership Management Solutions

Automotive dealerships receive a high volume of calls—most of which are customers with routine needs such as scheduling a service appointment. Processing customer calls is extremely time consuming for your administrative staff who have many other responsibilities to attend to.

Solution: Implement a flexible Interactive Voice Response (IVR) application tailored to address your unique business needs

Applications Platform: IVR is a flexible platform that supports customized applications, which can address your business challenges, such as automating call routing to the appropriate department, offering a dealer locator, providing a convenient way to order parts or communicating company information. Implementing an IVR application enables callers to access the information or services they need without tying up your staff. An IVR can ask callers questions, prompting them to enter or speak information that help route their calls to the information they have requested or to a live representative.

Inter-Tel's Application Platform: IVR offers rapid return on investment by:

- Increasing employee productivity by eliminating the need for administrative staff to answer repetitive questions or process routine calls
- Providing your customers with 24/7 access to information and services
- Reducing the need to add customer support staff for peak hours
- Routing calls to the appropriate personnel or department

Most dealerships frequently contact a large number of customers to renew leases or schedule service appointments either by sending reminder postcards or making personal phone calls. Whichever method your business chooses, this service often burdens your human and financial resources—resulting in business inefficiencies.

Solution: Automate outbound dialing campaigns to generate more business and provide services with a personal touch

The **Campaign Dialer** application is a multi-line outbound solution that allows your dealership to run an effective outgoing call campaign, such as calling your customers to renew their leases. The Campaign Dialer application automatically dials a list of numbers from your databases and uses voice detection as the basis for connecting your staff to a call when answered by a live voice. When a call is received, valuable customer information is screen popped to your staff, so calls are handled effectively.

Inter-Tel's Campaign Dialer can enhance your business's bottom line by:

- Automatically dialing outbound call lists to renew leases or schedule service appointments
- Screen-popping called-party information, increasing the efficiency of your staff
- Storing key contact and demographic information for future reference, generating new sales leads

"We were able to seamlessly integrate five different buildings on 20 acres of property to reach our key people: sales, service and managers. These associates are immediately accessible to receive and return calls to both internal and external clientele. Another import factor was to cut down on overhead paging, which can be a distraction during the sales process."
–Donnie Geron, Administrative Manager, Sewell Lexus, Dallas, TX

ADDITIONAL COST-EFFECTIVE SOLUTIONS FROM INTER-TEL

Inter-Tel offers numerous other communications solutions, enabling automotive dealerships to reduce expenses, reach more customers and improve the way their associates communicate. These solutions can help your dealership:

- **Network** multiple locations together, eliminating long distance expenses
- Facilitate the mobility of associates with **digital and IP wireless phone solutions**
- Eliminate overhead paging and process client calls quickly with front office **attendant software**
- **Unify messages** such as, voice mails, faxes and e-mails, for a consolidated view of important messages
- Enable an **automated attendant** to answer, transfer, forward and direct calls to appropriate departments or personnel—24/7

7300 West Boston Street
Chandler, AZ 85226
(480) 961-9000

www.inter-tel.com

Some features or applications mentioned may require a future release and are not available in the initial release. Future product features and applications are subject to availability and cost. Specifications are subject to change without notice. Some features may require additional hardware and/or specific software.

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