

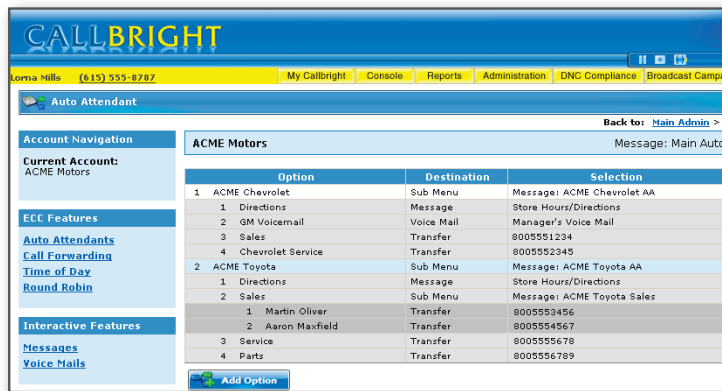


# Enhanced Call Completion

## Maximize every sales opportunity with Enhanced Call Completion

### Ask Yourself:

- Could I sell more products if I was able to manage leads after normal business hours?
- Am I overloading some salespeople with leads while neglecting to utilize others?
- How do I know that each call is reaching the right person?
- How many calls go unanswered each day?



Be confident each call is sent to the right department.

## How Many Calls Are You Missing?



If your dealership misses just 38 calls a month, you could be missing 5 extra sales. At an average \$1,200 gross profit per vehicle<sup>2</sup>, you could be missing over \$72,000 in sales a year.

### With Enhanced Call Completion, you can:

- Boost sales efficiency with evenly distributed leads.
- Capture each possible lead as a potential sale.
- Extend your business hours even when your dealership doors are closed.
- Quickly send each lead to the right place.
- Have confidence each call is quickly answered and completed.

The average store misses 38 calls because callers get a busy signal or the call occurs after hours.<sup>1</sup>

<sup>1</sup>Wards Auto

<sup>2</sup>NADA Data, 2009

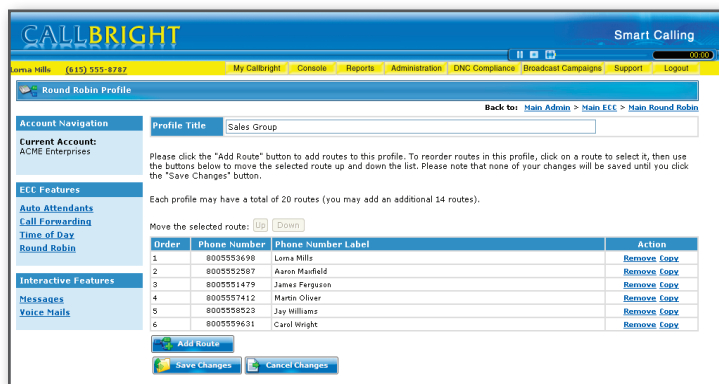


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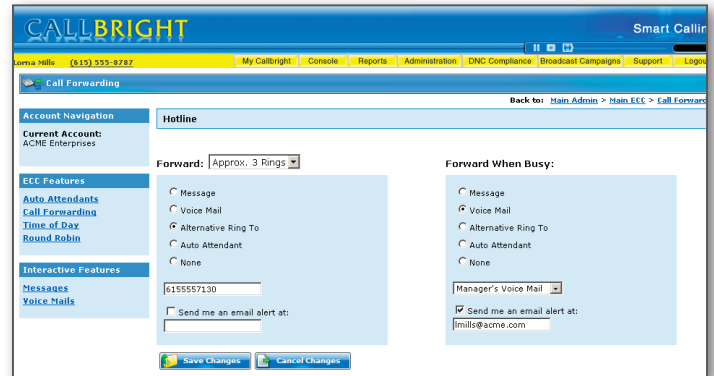
Never miss another phone lead by automatically redirecting any unanswered calls to a voice mail account or to another available associate.



The odds of connecting with a missed lead increases 100 times if called in 5 minutes versus 30 minutes.<sup>3</sup>



Manage and order how each lead is distributed.



Forward missed calls and respond to your leads quickly.

## Highlights

- Redirect missed calls to voice mail or available associates using Call Forwarding.
- Send each call to the correct department with Auto Attendant.
- Route calls made after-hours to customizable numbers with Time of Day Routing.
- Evenly distribute leads throughout your sales department using Round Robin.
- Receive instant e-mail notifications of missed calls sent to voice mail.

Answer the call and get more out of your phone traffic. Enhanced Call Completion can help you manage your leads and response times while increasing each lead's sales potential.

For more information on Enhanced Call Completion, contact your Callbright Account Executive or call 877.GO.CALLBRIGHT.

<sup>3</sup>MIT Lead Response Management Study, 2009