

Smart Calling for Smarter Business

Dealership-wide Solutions

Ask Yourself...

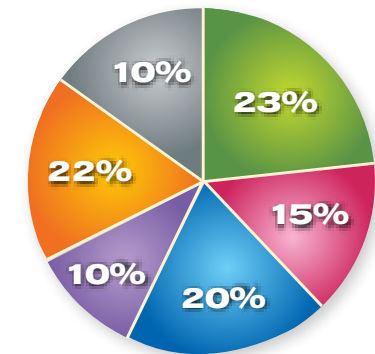
- ? How do I know every phone lead is being entered into my CRM system?
- ? How can I keep my call staff accountable?
- ? How many of my phone leads are going cold?
- ? Why am I not seeing the results I want from my BDC?
- ? How do I know which advertisements are really a waste of money?

Almost 90% of consumers today use the Internet to research vehicles, up from 61% in 2005.¹ How are you connecting with your Internet leads?

Expect Results

- Uncover problems before they impact your business by reviewing recorded phone calls.
- Turn Web browsers into customers with the click of a button and immediately initiate a phone call with someone at your dealership.
- Capture leads before they go cold and make the most out of every sale.
- Save time and money using Broadcast Messages to reach customers rather than keeping your staff on the phones and off the lot.
- Grow profits and target your advertising by evaluating customer responses with key demographic information on each incoming call.
- Save money by allocating your ad spend to sources that give you results.

Over 50% of dealership advertising cannot be tracked.²



Average Dealership Advertising Expenditures by Medium

- Newspaper
- Direct Mail
- Radio
- Internet
- Television
- Other

How much ad spend could you save by making all your advertising trackable and knowing which mediums actually work for your business?

¹ Capgemini Car Online Study, 2010

² NADA Data, 2010

About Callbright

Make the most out of every phone lead and reduce ad spend with a real-time, Web-based phone management system that tracks advertising results, monitors and records inbound and outbound calls, and sends broadcast messages.

Review how each ad campaign is working for you.

Gain key lead information on each prospect call.

Inbound Call Reports
All Calls By Date Range
Friday, November 06, 2009 to Tuesday, November 10, 2009
108 Calls

| Row | CALL RETURN | CALLER INFO | CALL INFO | NOTES | CALLER INFO | CALL ADMIN | PLAYBACK |
|-----|-------------|--|--|---|--------------------------|---|--|
| 1 | | Lawrence Holman (757) 555-9493 Norfolk, VA 23402 | (800) 555-1234 ACME Website 2.3 min 11/10/2009 1:35:27 PM Complete | Larry plans to stop by the office tomorrow. <input type="checkbox"/> Appointment <input type="checkbox"/> Called Customer | Aaron Hatfield 515112 | <input type="checkbox"/> Archived <input type="checkbox"/> Reviewed Lorna Mills | <input type="checkbox"/> PLAY <input type="checkbox"/> STOP DOWNLOAD AUDIO |

Over the years we have developed a template for success that can take a store like Suzuki from 5-10 sold units per week to 40-50, and Callbright is a big part of that process.

Paul Trippy, General Manager
First Coast Suzuki
St. Augustine, FL

Highlights

- Utilize quick and easy access to information with ERA® Contact Management and POWER CRM integration.
- Track advertising and sales efforts by viewing detailed reports online or from your inbox.
- Review recorded conversations to boost accountability and uncover training opportunities.
- Send pre-recorded messages to a large number of customers.

Improve productivity and optimize campaigns to reach your target market with Callbright's easy-to-use, Web-based system.

Callbright®

