



Technology That Talks

Be First

In Brand Experience

IN VALUE

Dealership-wide Solutions

U.S.

Lead Chaser™ for WebMakerX®

Quickly turn Web leads into customers with Lead Chaser, cutting edge technology that instantly connects your salespeople with your Internet prospects.

Stand Out

When prospects search the Internet, they often submit inquiries to multiple dealership sites. Being able to respond quickly and effectively is vital to capturing that Web lead and more business. Rather than rely on impersonal and inefficient auto-respond e-mails, Lead Chaser for WebMakerX helps you stand out from the competition by responding first.

Reynolds Motors
About Us | Inventory | Contact

- 2008 Toyota Avalon
- 2008 Toyota Camry**
- 2008 Toyota Corolla
- 2008 Toyota Solara
- 2008 Toyota Matrix
- 2008 Toyota Prius
- 2008 Toyota Yaris
- 2008 Toyota Tacoma
- 2008 Toyota Tundra
- 2008 Toyota 4Runner
- 2008 Toyota Highlander
- 2008 Toyota RAV4

2008 Toyota Camry SE

May not represent actual vehicle
(Options, colors, trim and body style may vary)

Stock #: 20086
VIN: 1A1AC23D45E678910
Engine: 6 Cylinder Fuel
Transmission: Automatic
MPG: 19 City / 28 Hwy

Price: \$ 28,438

Get A Quote >>

* First Name

* Last Name

* E-mail

Day Phone

Address

City

Province * Postal Code

Comments

SEND

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Sample of a Lead Chaser information screen.

Immediate Response

Through seamless integration with your WebMakerX Web site, Lead Chaser connects you to your future customers within seconds of their request. When a prospect submits a lead form from your Web site, Lead Chaser instantly converts that data into speech, calls your sales desk to relay the information, and offers the opportunity to “press one to be connected to this customer.”

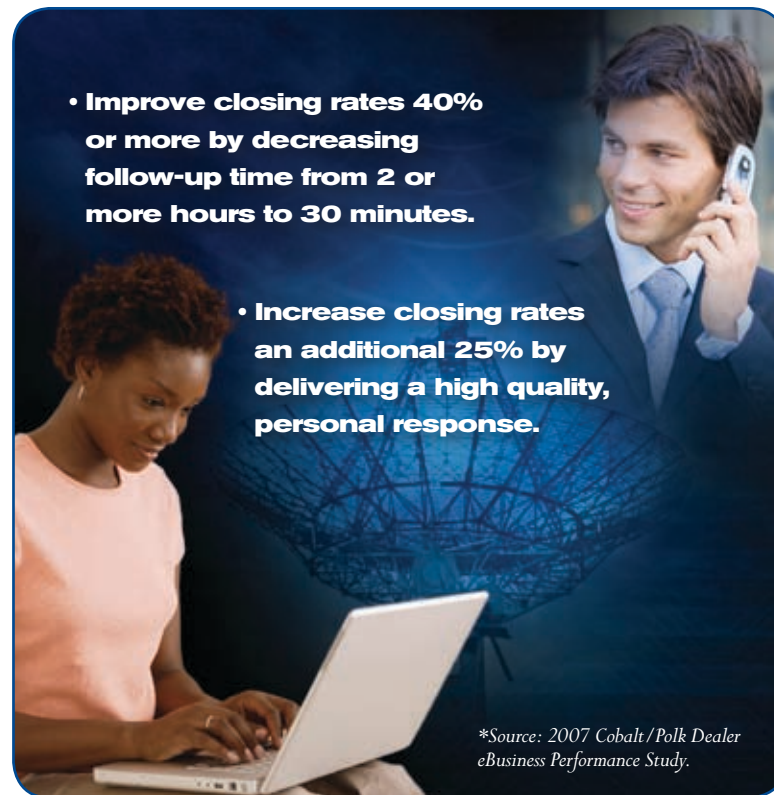
- Connect with your customers instantly, even before they have the chance to navigate away from your site.
- Avoid missed opportunities with an automated response process that puts leads immediately in the hands of your sales team instead of an e-mail inbox.
- Address the unique needs of each prospect by knowing the vehicle, contact information, and the specific information they’ve requested through your Web site.

Customized for You

- Send leads to the specific phone numbers you designate.
- Choose the information that will be provided to your sales team about each lead so you can better serve them.

Let Lead Chaser help you increase your sales by making the most of each Internet lead. With Lead Chaser powered by Callbright™, you can respond to information requests in seconds and show your prospects that their business is important to you.

Reynolds
Web Solutions



• **Improve closing rates 40% or more by decreasing follow-up time from 2 or more hours to 30 minutes.**

• **Increase closing rates an additional 25% by delivering a high quality, personal response.**

*Source: 2007 Cobalt/Polk Dealer eBusiness Performance Study.

For more information on Lead Chaser, please contact your Reynolds Account Manager, call 800.767.7879, or log on to reynoldswsolutions.com.

 **Reynolds & Reynolds®**
MAKING **BUSINESS** BETTER.