

All Customers, One Solution



Contact Management

Ask Yourself...

- ? Are you unable to consistently follow up with customers and prospects?
- ? Are you losing service revenue because of inconsistent communication with your customers?
- ? How are your current marketing campaigns affecting your bottom line?
- ? Are you wasting valuable dollars on third-party vendors and still missing the complete package?

On average, customers who use Contact Management experience a 14.4% increase in front end gross profit per unit sold.¹

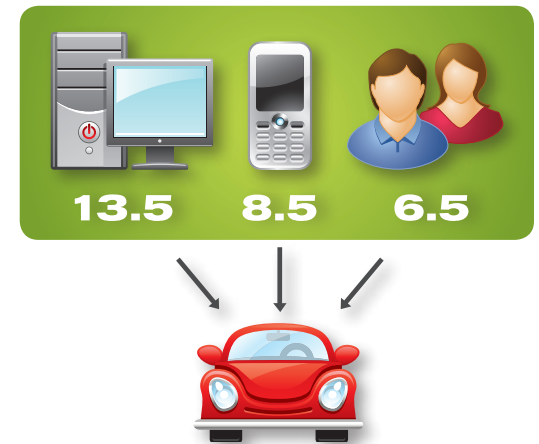
Expect Results

- Streamline your customer relationship management with a completely integrated system that manages all dealership operations, from sales to service.
- Track important sales activities using on demand reports of key metrics such as lead response time, lead sources, and salesperson performance.
- Design customized digital messages, including e-mail and voice using Contact Management Marketing Center.
- Improve your sales productivity, and convert more prospects into buyers by taking your CRM activities beyond the dealership with dealerPAD.

¹ Reynolds Study, 2010

² Ward's Dealer Business, 2010

Effective customer management equals greater profit opportunities.



Every Lead Is Key

Dealers report on average that it takes 13.5 e-mail leads, 8.5 phone leads, and 6.5 customer walk-ins to generate one car sale.²

About Contact Management

Accomplish your customer relationship management goals with a single, comprehensive solution that fully integrates with ERA and drives efficiency into your sales process.

The screenshot displays the Reynolds & Reynolds Sales Management software interface. It includes a navigation menu on the left with options like 'Customer', 'Showroom', 'Campaigns', 'Setups', 'Reports', and 'Admin'. The main area shows a 'Daily Work Plan 2/5/2010' with a list of tasks and activities. A 'Prospect Source Report' is open, showing a table with columns for Prospect Source, Prospect Count, Duplicate Leads, Deal Count, Total Front, Total Back, and Total. Below this, there are sections for 'Metrics' and 'Sales Steps' with various data points and charts. A 'Desk Log' section at the bottom shows a list of activities with columns for Date, Status, Client, and Issue.

Ensure all employees are following the dealership's established contact schedules with the Daily Work Plan.

Track progress at any time with on-demand reports.

Manage your sales team and customers with the easy-to-use desk log.

Contact Management is a certified lead management tool for GM and Ford dealers.

By maintaining ongoing, meaningful contact with our customers using Contact Management, we have mastered a steady approach to customer relationships driven by solid data. As a result, we have increased our customer loyalty 19% and found that 40% of unsold prospects return to buy from us within 3 years.

Jodie Cantrell
 Director of Customer Retention Management
 Jim Ellis Auto Group
 Atlanta, GA

Highlights

- Effectively handle follow-ups for prospects, sold customers, and service customers.
- Easily create prospects, search inventory, and manage prospects' desired and trade vehicles, on the lot, at home, or anywhere else using your iPad®.
- Successfully manage your service CRM with service reminders and customer surveys.
- Seamlessly connect multiple customer contact points and manage key data more effectively using a web-based CRM tool.

Contact Management eliminates the need to work with multiple, non-integrated solutions. Transform your business with a full suite of CRM tools in one complete, integrated package.



MAKING BUSINESS BETTER.