

A Closer Connection



U.S.

Dealership-wide

Ask Yourself...

- ? How can I keep up with additional service volume? Our phone is ringing off the hook.
- ? Do I know how much time my employees spend on the phone with customers?
- ? Is my advertising investment at risk if my team isn't managing contacts wisely?
- ? Are my CSI scores suffering because of communication frustrations between the customer and my sales and service teams?
- ? Am I losing profit due to dropped calls?

94% of marketing budgets are spent to induce a customer to call, and only 6% is spent to handle the call once it is received.¹

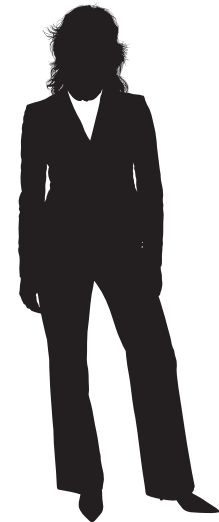
Expect Results

- Know the value of every call and equip employees to have informed conversations with every customer.
- Maximize leads with inbound and outbound call tracking.
- Ensure employee accountability and process compliance with detailed reporting.
- Save time in fixed operations and increase customer satisfaction.
- Spend more time with customers and less time focused on internal systems.
- Eliminate duplication of entries to save time and money.

¹ Inbound Telephone Call Center

² International Customer Research Institute study

Will they keep coming back?



68% of non-repeat customers cited an attitude of indifference by employees as their reason for not coming back.²

Reynolds Integrated Telephone System

With capabilities designed specifically for the automotive market, Reynolds Integrated Telephone System pairs standard phone features with your biggest asset – your ERA name file – to increase customer satisfaction and revenue.

See the number dialed to know exactly where the caller found you and identify your best lead sources.

Instantly view all vehicle information listed for specific customer record.

Dispatch directly to valuable ERA records without leaving the current screen.

See the value of every customer who calls in.

Customer Information

Called Name **CAR LOCATE** Called Number **(800) 555-1212** Call Time **07/20/11 10:05:03**
 Caller ID Name **AVERY, ALLEN** Caller ID Number **(281) 555-5853**

Call Actions: [Icons for various call functions] Customer Actions: [Icons for customer management]

Matching Records

Type	Record#	Name	Cell Phone	Home Phone	Work Phone	Email
	8001	AVERY, AL	(704) 555-1792	(281) 555-5853	(405) 555-824	
	12639	AVERY, MARK	(860) 555-9242	(281) 555-5853	(405) 555-824	
	10406	AVERY, SANDY	(281) 555-5853	(281) 555-5853	(405) 555-824	

Address
 333 W 35TH ST
 CHICAGO, IL 60609

Current Vehicles (05)

Yr	Model	Color	Slsp	Advisor
08	CHARGER	STONE WHT	CRAIG LAWSON	PAUL A...
08	CAMRY		PAUL ARNOLD	FRANK ...
09	MALIBU		PAUL ARNOLD	
06	MALIBU		JAMES EHRENS...	

Additional Customer Information

Vehicles Purchased	3
Total Vehicle Dollars	\$69,520.00
Total Service Dollars	\$231.29
A/R Balance	\$0.00
Credit Limit	\$0.00
Parts \$ (YTD)	\$0.00

Service Information

Type	Record #	Resv/Open Date	Status
	1511	02/12/10 10:38	Complete
	1359	08/27/08 20:09	Complete

Prospect Information

Prospect	Slsp	Next Activity
Walk-In New Custo...	Avery, Jenny	
DMS Create Sold - L...	Arnold, Paul	

Finance Information

Deal	Yr	Model	Sold Date	Slsp	Status
9258	20	ACCO...	03/01/11	ALLEN...	Finalized
9986	20	MALIBU	02/03/10	JAMES...	Finalized

Customer Information screen for Reynolds Integrated Telephone System

Reynolds Integrated Telephone System is improving our processes and helping us give customers one-on-one focus. And, because we don't have to pay someone to come out each month to fix it, we're **saving \$12,000 a year** in support costs.

Kim Clouse, Internet Director
 Scott Crump Toyota
 Jasper, AL

Highlights

- Add records into ERA® or Contact Management from the Customer Information screen with a single click.
- Send automated call notifications for completed ROs, POs, and service appointments.
- Don't lose what you were doing before the call – transactions performed from the Customer Information screen won't interfere.
- Enjoy enhanced phone features like: voice mail from both your phone or your PC, Interactive Voice Responses, automated after-hours attendants and call distributions, and more.

Expand what a telephone system can do for your dealership and deliver the best customer experience possible.

