

Better Relationships, Better Business

POWER

U.S.

Dealership-wide Solutions

Ask Yourself...

- ? What can I do to develop greater customer loyalty?
- ? Do I have a consistent customer communication process?
- ? Am I sure my sales team is following up in a timely manner?
- ? Do my employees struggle to manage customer data, appointments, and leads?
- ? How much time do I waste working with outdated or duplicate customer data?
- ? How can I manage customer relationships with fewer third-party vendors?

Customer retention is necessary to maintain market share and sales volumes.¹

Expect Results

- Build stronger, more profitable relationships by capitalizing on every customer interaction.
- Drive service revenue through consistent communication that leads to increased CSI, appointment setting, and follow-up.
- Save time and reduce errors with accurate customer data that is accessible throughout your dealership.
- Reduce expenses by eliminating unnecessary customer relationship and lead management solutions from third-party vendors.

¹ R.L. Polk & Co.

² TARP Worldwide Customer Experience Agency

Cost of Acquiring Customers



Repeat Customers

New Customers

According to a recent study, the cost to acquire new customers is five times greater than the cost of selling to repeat customers.² What are you doing to build stronger relationships with the customers you already have?

About Customer Relationship Management

A centralized customer relationship tool, with an integrated, real-time view of household data, that organizes tasks, appointments, leads, and communications.

The image displays two screenshots of the CRM software interface. The top screenshot shows a list of customer records with a red callout box that says "Keep track of customer data." The bottom screenshot shows a monthly calendar view for March 2010 with a red callout box that says "Easily review monthly tasks." The interface includes various navigation menus, search bars, and data tables.

Time Is Money



You are six times less likely to qualify a lead if you take more than one hour to respond. Are you following up when leads are most interested?

Source: InsideSales.com/MIT Study

Highlights

- Share valuable data across all departments – even multiple stores.
- Ensure timely Internet lead responses with the “shot clock” feature that reassigns leads if they’re not followed up quickly.
- View your staff’s contact history, from appointments to e-mails, on one screen.
- Keep your employees on task and organized with daily calendars.

Strong customer relationships are vital to the health of any dealership. Maintain consistent communication with your customers and increase profits with one CRM solution.

