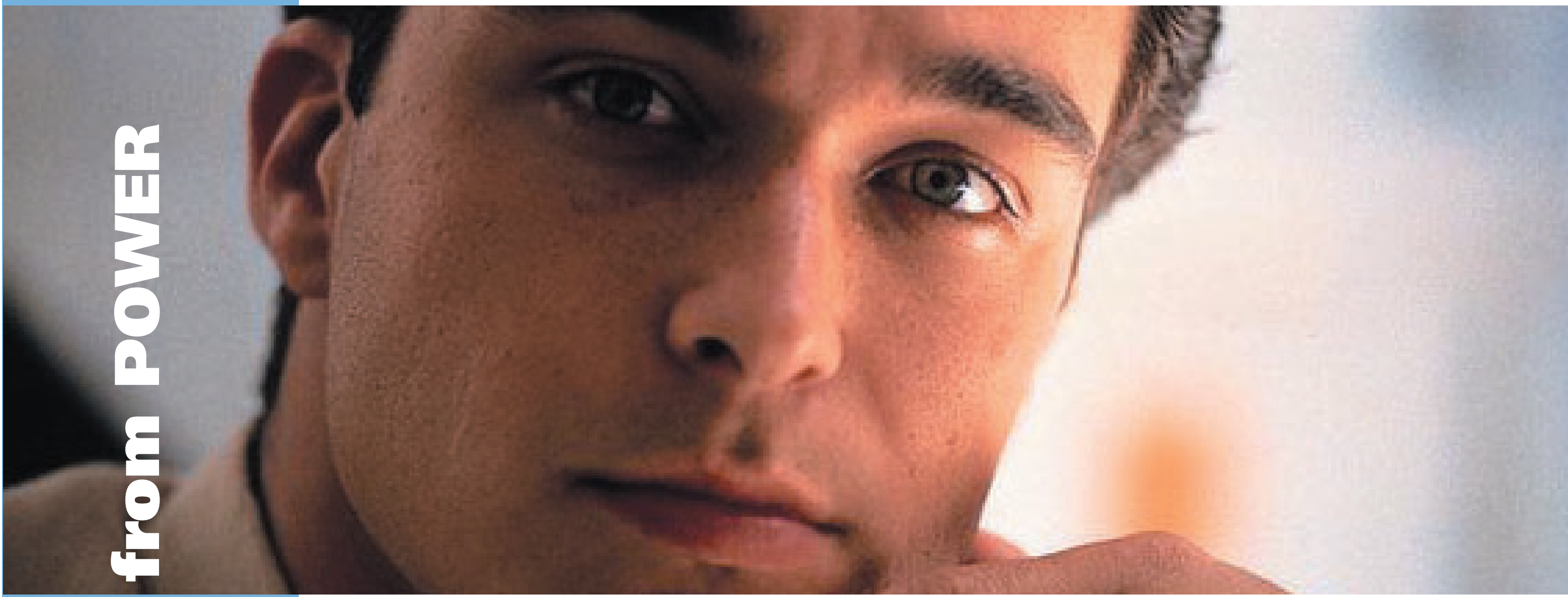
K A L A M A Z O O - R E Y N O L D S



customer relationship management from POWER

Centralised communications = Better customer relationships

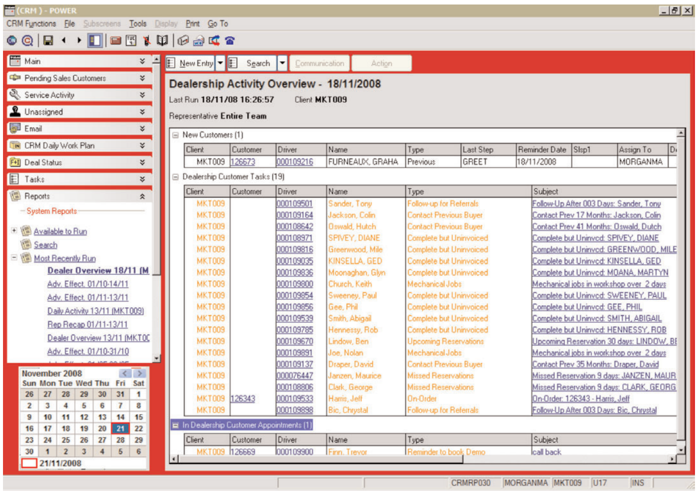
Maintain better relationships with your customers by organising all customer information into one simple platform.

Know Your Customer

Only POWER has a true, single, centralised tool to manage your employees and their relationships with your customers. The unique system allows information to be shared accurately and instantly through departments and across dealerships. This functionality means:

- No conflicting information between disparate systems.
- A single set of training sessions.
- Complete, secured access to all data by management.
- Understanding who your customer is (how many vehicles they have bought from you, how often they come in for service, and so on).

Customer Relationship Management (CRM) for POWER combines customer information with the daily tasks and appointments of your sales force. Ultimately, this capability helps your team make a personal connection that fosters customer loyalty and increases sales.



Easily keep track of customer information

POWER

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Internet Lead Management

It is critical to respond to Internet inquiries quickly and professionally. CRM's 'shot clock' and unassigned queue features enable your managers to see that responses are timely and no opportunities have been missed. And, because this database is shared throughout your DMS system, information is available whether the customer shows up in your service department or on your showroom floor. Information is even shared across multiple dealerships.

True POWER

Seamless integration enables you to operate smoothly and share information across departments.

- Filter appointments to individual sales reps or to an automated sales rotation.
- Assign sales tasks from a menu of standard steps, or create your own customised tasks to handle any situation.
- Assign follow-up calls and lease returns from the Sales Daily Work Plan to your BDC representatives.
- View your staff's contact history, from appointments to e-mails, on one screen.

Simple Navigation

Stay in control of your customer communications with information that is delivered in an intuitive Microsoft® Outlook format. Features include:

- A calendar view that integrates with your Time Clock application.
- Task tracking and delegation.
- Complete contact history that includes CRM Task Screen
- Integration with your customer communications e-mail 'servers.'
- Appointments and alerts.

Maintain consistent communication with your customers to build better relationships and increase profits from this simple, one-stop CRM solution.

For more information on Customer Relationship Management, please contact your Account Manager, call us on 0800 525 262 or email marketing@kalamazoo.co.uk