

Monitor telephone activity to sell more cars, improve employee productivity, increase customer satisfaction, and control costs

Sell More Vehicles

Review your dealership's call data and enhance sales force management by accessing accurate information directly from your existing phone equipment. Employees are accountable for the calls they make daily. With this accountability, communication increases between your prospects/existing customers and your employees, which leads to higher vehicle sales.

The screenshot shows a software window titled 'Customer Information' with a tabbed interface. The 'Contact Info' tab is active, displaying a table with columns: Type, Contact Date, Template, Duration, Extn, and Sul. A single row is visible with the following data: Type: Appt, Contact Date: 12/06/07 18:00:00, Template: Reminder to book: Demo. To the right of the table is a 'General Information' section with fields for Client (MKT009), Add Date (12/06/07 14:49:53), Sales Step (CONTACT), Type (Internet), Source (INTERNET), Plan, Prsp Status, Remind Date (12/06/2007), Salesperson Info (Salesperson 1: 555, Salesperson 2, 3, 4), Sales Manager, and Assign To (KIRBYRIC). At the bottom are buttons for Licence Scan, Edit Phone (F6), Communication, Actign, Validate (F3), Update (F12), and Close.

Type	Contact Date	Template	Duration	Extn	Sul
Appt	12/06/07 18:00:00	Reminder to book: Demo			

TCC customer contact information tab

Improve Employee Productivity

By monitoring the activities of your advisors, you can increase the number of calls they make. Proactive customer calls by your advisors lead to more efficiency because they greatly reduce the amount of inbound service calls at busy times, while decreasing the time necessary to respond to each call.

Increase customer satisfaction

Customer inquiries for service are reduced, thus improving overall customer satisfaction. Prospects are impressed by a professional, proactive sales force, while existing customers appreciate the extra attention and timely follow-up calls.

Control Cost

Telephone Cost Control (TCC) enables you to eliminate the abuse of a costly business asset – your telephone service. You can monitor your business' overall telephone costs while encouraging employees to work more efficiently.

Additionally, with TCC you can:

- Monitor inbound and outbound call volumes.
- Track business versus personal call volume by each employee.
- Allocate cost of actual calls by department.
- Track calls by duration and long distance.

Be aware of all the phone calls – local and long distance – your employees are making from your dealership phones. TCC generates reports that detail each call made and notes whether they were personal or business calls. How? 95% of the numbers called in your dealership are stored in your POWER Dealership Management System database – such as the parts, service, and sales prospecting databases. Because these records are updated instantly, as each phone call is made, your reports and records are as current as the last call made. There is no “delay” until a batch job is run, so you can track your telephone expenses more closely. As a result, you can monitor your employees' phone usage and your employees will become more prudent in the number and length of long distance and personal calls they make. This alone can lower your long distance phone costs while boosting employee output.

Decrease your monthly long distance expenses, identify and correct phone system abuses, and help ensure that every follow-up call is made throughout your dealership in a timely manner.

Monitor Phone Usage

For more information on Telephone Cost Control, please contact your Account Manager, call us on 0800 525 262 or email marketing@kalamazoo.co.uk