

AUTOANALYST

Telephone activity is a critical component to the success of auto dealerships and their ability to meet sales goals each month. Dealerships need tools to track the telephone responses of advertising campaigns and pricing/sales initiatives and **AutoAnalyst** is that tool.

AutoAnalyst is a comprehensive call management and sales response tool to help dealerships leverage their marketing and advertising dollars.

• Spend Marketing Dollars Effectively

Mass media advertising rates per car sold can easily exceed \$500, squeezing already thin dealer margins.

- The AutoAnalyst Campaign Manager tracks the call response from advertisements and promotions using DID/DNIS information
- Associate DID/DNIS numbers with promotion mediums or vehicle promotions to analyze customer response
- Pinpoint high value geographic regions, effective advertising campaigns and popular models to efficiently allocate marketing dollars

• Improve Lead Tracking

90% of customers who visit dealerships without buying are never contacted again. AutoAnalyst helps solve that problem.

- Accountability reports
- Managers can quickly analyze and understand the performance of their sales staff in response to customer inquiries
- View outbound calls made versus inbound calls received to measure the performance of sales agents

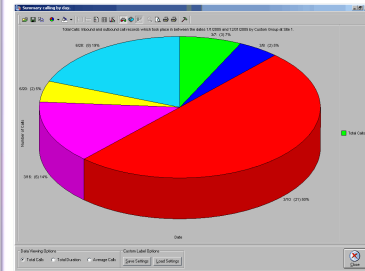
- Make agents more accountable for responding to customers to improve customer service and sales

• Maintain post-sale business

Most dealers lose 80% of post sales business. Providing service reminders help increase revenue.

- AutoAnalyst tracks and reports on inbound and outbound calls from the service department, monitoring the relationship with customers who are due for service or whose vehicle has been serviced and is ready for pick-up
- With this information, managers can set goals for prompt customer response and communication for service advisors and technicians

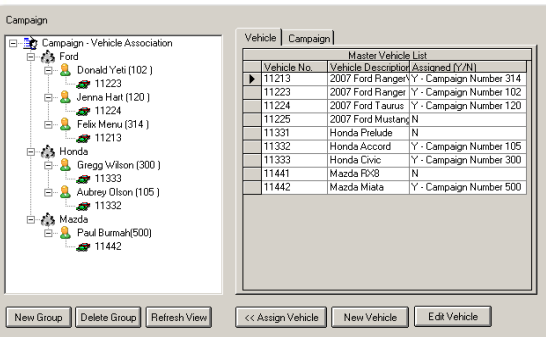
AutoAnalyst is the premier campaign management and lead tracking tool to help dealerships capture a powerful ROI.



Easy to read reports for departmental billing and sales accountability

There are over 20,000 auto dealerships across the US and statistics show that the lifetime value of each customer is over \$332,000!

Managing long-term relationships with these customers is vital to capture this revenue and **AutoAnalyst** helps dealerships achieve this.



The screenshot shows the 'Campaign' management interface. On the left, a tree view shows a hierarchy of campaigns: Ford (Donald Yeli, Jenna Hart, Felix Menu), Honda (Gregg Wilson, Aubrey Olson), and Mazda (Paul Burnah). On the right, a 'Master Vehicle List' table is displayed with columns for Vehicle No., Vehicle Description, and Assigned (Y/N).

Vehicle No.	Vehicle Description	Assigned (Y/N)
11213	2007 Ford Ranger	Y - Campaign Number 314
11223	2007 Ford Ranger	Y - Campaign Number 102
11224	2007 Ford Taurus	Y - Campaign Number 120
11225	2007 Ford Mustang	N
11331	Honda Prelude	N
11332	Honda Accord	Y - Campaign Number 105
11333	Honda Civic	Y - Campaign Number 300
11441	Mazda F03B	N
11442	Mazda Miata	Y - Campaign Number 500

Sample AutoAnalyst campaign by vehicle

