

## Make Every Call Count

Dealership-wide Solutions

U.S.

Improve the way you manage leads and track calls with simple integration between Callbright's Total Call Management solution and your Contact Management application.

### A Perfect Match

Contact Management's robust Customer Relationship Management (CRM) capabilities are combined with Callbright's Web-based system for managing telephone traffic in real time to help your dealership:

- Accurately measure advertising and marketing efforts.
- Increase sales efficiency.
- Create a single database for customer information from multiple sources.
- Improve customer relationships.

Phone Traffic ? Search Clear

Inbound Calls Outbound Calls

Business Unit: Open Road Motors Caller: All

Date Range: Last 7 Days Client Match: Both

Date From: 10/11/2008 Status: Both

Date To: 10/17/2008

Search Results: 13 Complete Delete

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Client	Prospect	Activity	Phone #	Call Time	Duration	Salesperson
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Helmsman, Frank</a>	✓	<a href="#">Add</a>	(757)555-9483	10/16/2008 7:57 AM	12:15	Oliver, Aaron
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Burlie, Howard</a>	✓	✓	(236)555-2548	10/15/2008 1:03 PM	30:15	Maxfield, James
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Summers, Lawrence</a>	✓	✓	(757)555-3547	10/15/2008 10:55 AM	14:30	Mills, Lora
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Adams, Howard</a>	✓	✓	(757)555-5278	10/15/2008 9:38 AM	46:15	Oliver, Aaron
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Foote, Mandy</a>	✓	✓	(757)555-7151	10/15/2008 9:37 AM	08:15	Oliver, Aaron
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Grace, Suzie</a>	✓	<a href="#">Add</a>	(703)555-6348	10/15/2008 9:36 AM	03:30	Ferguson, Martin
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Fordham, Claudia</a>	✓	✓	(236)555-5479	10/15/2008 9:35 AM	32:45	Mills, Lora
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Conners, John</a>	✓	✓	(703)555-8073	10/14/2008 5:06 PM	14:30	Maxfield, James
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Stevens, Ben</a>	✓	✓	(236)555-4398	10/14/2008 2:35 PM	17:15	Mills, Lora
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Price, Winnie</a>	✓	<a href="#">Add</a>	(236)555-1256	10/14/2008 2:35 PM	25:30	Maxfield, James

Sample of an Inbound Call search screen.

Callbright™ Integration with Contact Management for ERA®

### Single Source Simplicity

Integration means that Callbright phone leads are automatically entered into your Contact Management database, creating a single source for your customer communications and CRM activities. With this integration, you can:

- View call information, such as the caller's name and address, a tracking number, and the name of the salesperson, in Contact Management immediately upon completion of the call.
- Rely on Contact Management to automatically schedule appropriate follow-up on the inbound phone lead.
- Easily access the customer's data for future campaigns or follow-up.

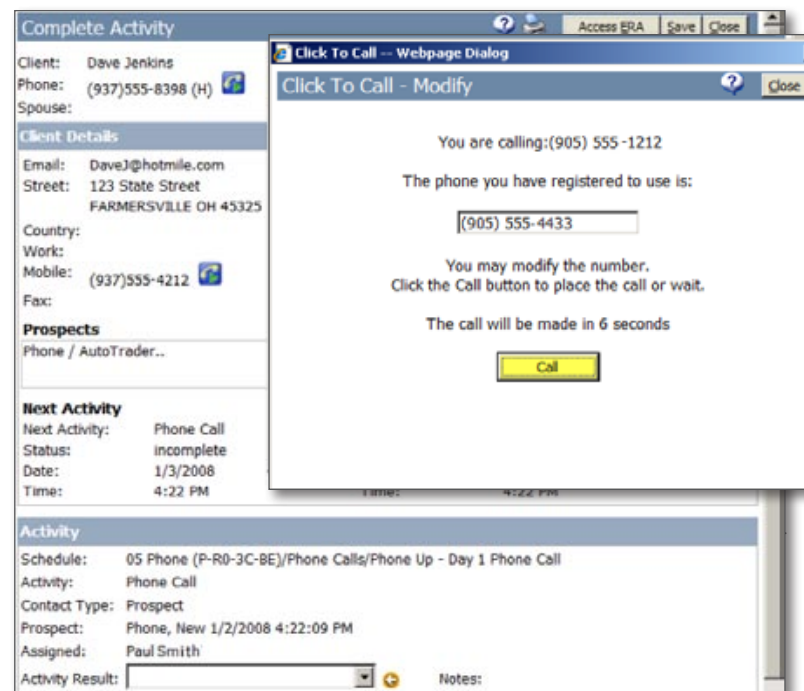
### Click-to-Call

Make it easy for your salespeople to complete the phone activities in their Daily Work Plan and for management to confirm that activity. With Callbright's Click-to-Call feature available through Contact Management, your salespeople can place outbound calls with the simple click of a button, and you can:

- Easily verify which employees are calling customers with a call record that is automatically generated for each call.
- Identify areas that need improvement by reviewing calls and call reports.

Transform customer relationships, measure your marketing more effectively, and increase return on every investment, which is all made possible by Callbright and Contact Management working together.

**CALLBRIGHT™**  
Smart Calling



**For more information on Clickable Numbers, please contact your Reynolds Account Manager, call 888.571.3757 or 877.GO.CALLBRIGHT.**

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MAKING BUSINESS BETTER.