



Ring Up Profits and Efficiencies

Dealership-wide Solutions

U.S.

Take the guesswork out of phone calling, connect with more customers, and manage your dealership's communication strategy.

Click Here

Optimize customer relationships by knowing who is calling your dealership, how they found you, and what happened during the call. Callbright's Web-based solutions are practical and cost-effective, requiring no equipment or software installation – so you can connect with your customers from anywhere with Internet access. Callbright's outstanding support team can help you manage your calls with the click of a button!

Hot Topics

Callbright is a communication and marketing tool that will help you improve employee accountability, increase sales efficiency, identify areas that need improvement, monitor campaign costs, maximize ad efficiency, evaluate customer response, and much more.

CALLBRIGHT

Messaging
 Date: 2008-03-20
 Destination Time: 12:00:06 PM
 Call Retry: 2
 Duration: 60 minutes
 Sales Drive
 DNC Block
 SEND

Options
 Download Report
 Print Page
 View Related Chart
 View Unique Callers
 Close Report
 Email This Page

Filter
 All Numbers
 8005551234 - ACME Website
 8005554567 - Web Yellow Pages
 8005557891 - Yellow Pages
 8005559876 - Direct Mail
 Selected Rows
 Appointment
 Archived
 Reviewed
 Called Customer
 Non-Reviewed
 Drop Invalid Calls
 UPDATE REPORT

Sort
 Date
 TollFree Number
 Duration
 Caller ID
 Rep
 Department
 Ascending
 Descending
 UPDATE REPORT

Find In This Page

 FIND (alt+s to find next)

Inbound Call Reports
 All Calls By Date Range
 Sunday, March 16, 2008 to Thursday, March 20, 2008
 108 Calls

REFRESH PAGE
 DELETE SELECTED
 SAVE CHANGES

200 PAGESIZE

Page 1 of 1

ROW	CALL RETURN	CALLER INFO	CALL INFO	NOTES	CALLER INFO	CALL ADMIN	PLAYBACK
1	<input type="checkbox"/> Select Row CALL	Laurenca Helmsman (757) 555-9483 Norfolk, VA 23602 PROFILE	(800) 555-1234 ACME WebSite 2.3 min 3/20/2008 1:35:27 PM Complete	Larry plans to stop by the office tomorrow <input type="checkbox"/> Appointment <input type="checkbox"/> Called Customer	Aaron Maxfield 5151112 <input type="checkbox"/> Invalid Call	EMAIL RECORD <input type="checkbox"/> Archived <input type="checkbox"/> Reviewed Lorna Mills	PLAY STOP DOWNLOAD AUDIO
2	<input type="checkbox"/> Select Row CALL	Howard Burle (236) 555-2548 PROFILE	(800) 555-4567 Web Yellow Pages 1.4 min 3/20/2008 1:34:46 PM Completa	<input type="checkbox"/> Appointment <input type="checkbox"/> Called Customer	Martin Oliver 111 <input type="checkbox"/> Invalid Call	EMAIL RECORD <input type="checkbox"/> Archived <input type="checkbox"/> Reviewed Lorna Millz	PLAY STOP DOWNLOAD AUDIO

Sample of an Inbound Call Report screen.

Callbright™

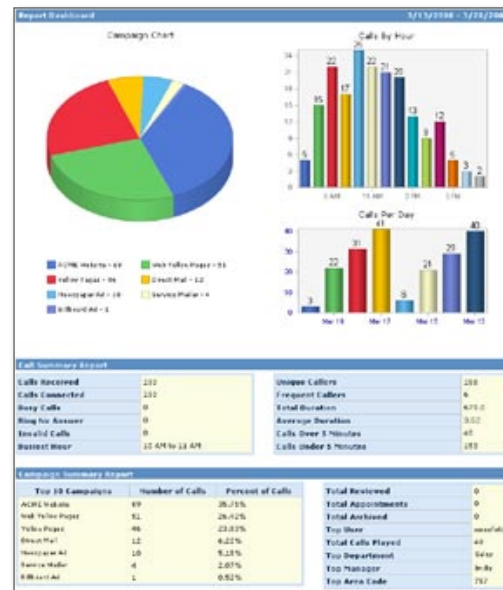
Callbright™

- **Broadcast Campaigns** – Send important sales notices or service reminders to hundreds or even thousands of prospects. You can automate marketing efforts, comply with Do Not Call (DNC) regulations, and allow customers and prospects to immediately connect to your business through interactive menus.
- **Smart Review** – Learn how well your employees are handling inbound calls. Callbright experts monitor your incoming calls, assess call handling, and identify missed opportunities. They quickly report back to you with quantifiable results so you can easily reward success, recover missed opportunities, and make adjustments where needed.
- **Clickable Numbers** – Turn Web browsers into customers! Clickable Numbers allows callers to click a button within your Web site, enter their preferred contact number, and immediately initiate a phone call with someone at your dealership.
- **CRM Integration** – Automatically send phone leads to your CRM program so you don't miss a single contact record. Call events can be sent anytime throughout the call so the information is always real time.
- **E-mailed Reports Scheduler** – Have reports e-mailed to you with daily, weekly, and/or monthly call statistics. Get an up-to-date view of your advertising campaigns without even logging into the Web site.
- **Rep Code** – Rep Codes help users determine who handled specific calls and can assist in training efforts. Evaluate how new sales personnel are performing or how many calls a representative is taking each day.
- **Enhanced Call Completion** – Increase the sales potential of each lead with strategic communication management that ensures you will never miss an opportunity to connect with your customers. Callbright lets you choose how inbound calls are handled, redirect missed calls to voice mail or to another associate, receive instant e-mail notifications, and route calls made after-hours.

Live Support

When you need help, our support team is eager to assist you 24/7/365. Simply look for the Click-to-Call support button on the Contact Us page of the Callbright Web site. You may also contact us by phone, via e-mail, or through our clickable number on your My Callbright page.

Improve productivity and optimize campaigns to reach your target market with Callbright's easy-to-use, Web-based system.



Sample of a Dashboard Report screen.

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

CALLBRIGHT™
Smart Calling

Reynolds & Reynolds®
MAKING BUSINESS BETTER.