

# Make Every Call Count

# ERA

U.S.

Dealership-wide Solutions

Callbright® Integration with Contact  
Management for ERA®

## Ask Yourself...

- ? How do I know EVERY lead is being loaded into my CRM tool?
- ? How many leads do I lose due to manual processes?
- ? Which ad sources are actually generating leads?
- ? How much time is my team wasting by constantly switching between applications?

***The average business receives 128 calls per day.<sup>1</sup>  
How much of those caller's information never make it  
to your CRM database?***

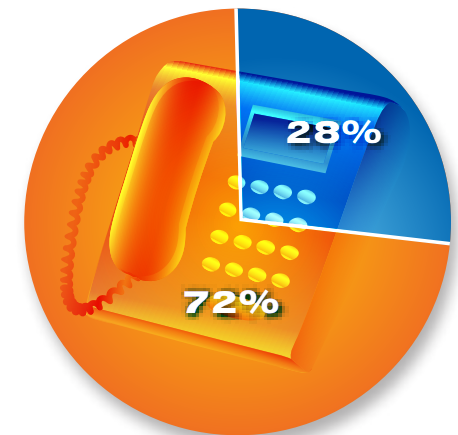
## Expect Results

- Increase sales by automatically capturing caller information and scheduling follow-up activities for every lead in Contact Management.
- Uncover missed opportunities and fix potential customer issues by reviewing inbound and outbound recorded calls.
- Save money by identifying which ad sources are generating leads.
- Don't waste time switching between applications. View and manage your call activities directly from one source.

<sup>1</sup> AT&T

<sup>2</sup> Dealix, 2009

## Mishandled Calls



72% of all calls to dealerships are mishandled.<sup>2</sup>  
What's happening in yours?

## About Callbright Integration with Contact Management

View and manage all your call activities directly from Contact Management. Schedule call follow-up, enter notes, and easily record inbound and outbound calls.

The screenshot displays the Callbright software interface. The main window shows a 'Phone Traffic' section with filters for 'Inbound Calls' and 'Outbound Calls'. A table lists call records with columns for Client, Phone #, Call Date, Duration, Call Type, Prospect Source, Activity, Salesperson, and Labels. A 'Click to Call' dialog box is open, showing the phone number '(315) 555-7512' and a 'Call' button. A green callout bubble points to the table with the text 'Track, monitor, and listen to your inbound and outbound call traffic.' Another green callout bubble points to the 'Click to Call' dialog box with the text 'Quickly contact prospects with the click of a button.'

Client	Phone #	Call Date	Duration	Call Type	Prospect Source	Activity	Salesperson	Labels
Unmatched - Attach	(315) 555-7512	8/16/2010 10:21 AM	01:00		Business Cards Callbright			
Colos, Tom	(832) 595-3299	8/16/2010 10:33 AM	05:31	Oliver, Martin	Phone Book - Yellow Pages Callbright		Oliver, Martin	
Potential Match - Attach	(877) 555-2582	8/16/2010 10:32 AM	04:30		Phone Book - Yellow Pages Callbright			
Potential Match - Attach	(811) 555-9729	8/16/2010 10:20 AM	01:30					
Santana, Brian	(811) 555-9729	8/16/2010 10:18 AM	01:30					
Johnson, Donald	(811) 555-9729	8/16/2010 10:14 AM	02:00					
Training, Callbright	(571) 555-8072	8/16/2010 9:17 AM	00:00					
Barone, Fred	(203) 555-8114	8/16/2010 9:00:00	00:00					

## Highlights

- Update and track prospect information on every call.
- Identify which ad source generated every call.
- Listen to inbound and outbound call recordings.
- Contact a prospect with the click of a button using Click-to-Call buttons.
- Secure every phone lead within Contact Management.
- Schedule follow-up activities without switching applications.
- Enter notes from each call for further review.

Ensure your phone leads are captured and converted into sales with integration between Callbright and Contact Management.