



## Follow-up That Drives Results

Dealership-wide Solutions for ERA®

U.S.

Virtual Customer Care Center  
for ERA® Contact Management

Improve the quality and quantity of personalized outbound phone follow-up to your customers and prospects. With Virtual Customer Care Center, you can generate more satisfied buyers and increase your sales.

### Personal and Professional

The Virtual Customer Care Center is a professional extension of your dealership that offers unmatched flexibility based on your business volumes. Callers are uniquely trained to communicate on your behalf using language that reflects how you want to speak to your customers, and call results are immediately available in your Contact Management system. With customer communication handled by our qualified team, you can:

- Be confident that all of your service and sales follow-up is consistent and timely.
- Conduct un-sold follow-up in a non-confrontational, survey-based manner that provides quality insight into how your staff interacts with your customers.
- Re-set appointments for prospects to return and purchase a vehicle.
- Monitor follow-up results as calls occur in Contact Management.

Salesperson	Qualified Names Received	Call Attempts	Successful Contacts	Completed Survey	% Contacted	Average Product Knowledge	Average Courtesy	Prospect Follow-Up	Prospect Demo'd	Manager TO	Sold	Sold Pending
Allen, James	10	20	3	3	100%	86.7	100.0	0%	67%	33%	1.5	0
Anderson, John	2	2	2	0	0%	0.0	0.0	0%	0%	0%	2.0	0
Bailey, Robert	1	1	0	0	0%	0.0	0.0	0%	0%	0%	1.0	0
Bell, Michael	2	2	0	0	0%	0.0	0.0	0%	0%	0%	1.0	0
Brown, William	15	33	2	0	0%	0.0	0.0	0%	0%	0%	3.0	0
Clark, David	0	0	0	0	0%	0.0	0.0	0%	0%	0%	0.0	1
Cooper, Richard	2	5	1	0	0%	0.0	0.0	0%	0%	0%	0.0	0
Cox, Charles	26	54	5	2	40%	85.0	95.0	50%	100%	50%	6.5	0
Davis, Joseph	4	3	2	2	100%	100.0	100.0	0%	100%	100%	2.0	0
Garcia, Thomas	5	9	2	2	100%	75.0	100.0	0%	100%	100%	0.5	0
Gray, Christopher	5	8	1	0	0%	0.0	0.0	0%	0%	0%	2.0	0
Hall, Daniel	0	0	0	0	0%	0.0	0.0	0%	0%	0%	0.0	2
Harris, Paul	12	21	9	2	39%	80.0	96.7	0%	67%	33%	1.5	0
Howard, Mark	4	2	2	1	50%	100.0	100.0	100%	100%	100%	0.0	0
Jackson, Donald	10	19	4	3	75%	83.3	96.7	33%	100%	33%	4.5	0
Johnson, George	5	14	0	0	0%	0.0	0.0	0%	0%	0%	1.0	1
Jones, Kenneth	12	31	5	2	40%	95.0	95.0	0%	100%	100%	3.0	0
Lee, Steven	2	2	2	2	100%	90.0	95.0	50%	50%	50%	1.0	2
Lewis, Edward	26	45	9	3	33%	96.7	96.7	0%	33%	0%	5.0	0
Martin, Brian	20	45	10	4	40%	92.5	100.0	50%	25%	25%	1.0	0
Martinez, Ronald	11	21	3	2	67%	85.0	95.0	0%	50%	50%	2.0	0
Miller, Anthony	19	32	2	0	0%	0.0	0.0	0%	0%	0%	5.5	0
Moore, Kevin	13	27	9	9	100%	97.8	95.6	33%	67%	44%	4.0	0
Morgan, Mary	14	26	3	0	0%	0.0	0.0	0%	0%	0%	4.0	0
Murphy, Patricia	17	24	10	4	40%	92.5	97.5	50%	100%	25%	2.0	0
Peterson, Linda	15	29	5	3	60%	100.0	100.0	0%	100%	67%	0.0	3
Richardson, Barbara	1	2	1	0	0%	0.0	0.0	0%	0%	0%	1.0	0
Rivera, Elizabeth	31	60	15	8	53%	91.3	96.3	30%	30%	50%	4.0	0
Robinson, Jennifer	12	24	4	4	100%	87.5	92.5	50%	75%	50%	2.0	0
Rodriguez, Maria	22	42	11	2	64%	92.9	94.3	14%	86%	71%	3.0	0
Smith, Susan	3	2	0	0	0%	0.0	0.0	0%	0%	0%	0.0	0
<b>Report Totals</b>	<b>336</b>	<b>630</b>	<b>121</b>	<b>64</b>	<b>53%</b>	<b>91.4</b>	<b>96.6</b>	<b>27%</b>	<b>70%</b>	<b>50%</b>	<b>64.0</b>	<b>11</b>

Reporting validates the total accountability approach. Monitor the results of each customer call made to your dealership.

## Virtual Customer Care Center for ERA® Contact Management

### Designed for You

Acting like a virtual Business Development Center (BDC), the Virtual Customer Care Center's professional, live callers use your dealership's Contact Management system to track dealership clients, place calls, and conduct surveys. These results and appointments are then loaded directly into your Contact Management system. Options on contact timing, call and survey scripts, CSI escalation processes, and un-sold contact processes are tailored specifically to your needs.

The Virtual Customer Care Center is engineered for the way you do business:

- Develop the processes that work for you with the help of our on-site implementation experts, part of an experienced team that has implemented over 1,000 BDCs in the last seven years.
- Reynolds takes ownership in your success, and you only pay for results. Monthly billing is based on New and Used retail units sold, not on calls made, reflecting our commitment to your success.

Let the Virtual Customer Care Center help you master your service, sold, and un-sold follow-up with professional calls that lead to profitable results for your dealership.

*"Knowing why a customer did or did not buy from us is critical to our business. By partnering with the Reynolds Virtual Customer Care Center, we are assured quick, thorough, and consistent sold and unsold follow-up and service follow-up survey feedback. The results help us pinpoint exactly what happened in the sales and service process, often giving us a second chance to make the customer happy and save the deal."*

**Adam Murray, Sales Manager**

**John Eagle Honda**

**Houston, TX**

**For more information on the Virtual Customer Care Center, please contact your Reynolds Account Manager, call 800.767.7879, or e-mail [marketing@reyrey.com](mailto:marketing@reyrey.com).**



MAKING BUSINESS BETTER.