



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	2
Richardson, Barbara	1	2	1	0	0%	0.0	0.0	0%	0%	0%	1.0	0
Rivera, Elizabeth	21	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
Report Totals	336	630	121	64	53%	91.4	96.6	27%	70%	50%	64.0	11

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.

Dealership Performance Report MTD																	
Store Name	Total Ops	Be Back	1st Time Visit	Sold	% Sold	Sold Pend	Sold Pend %	Write Ups	Sold / Write Ups	Write Ups / Ops	Demo Ops	Write Up / Demo	TO's	TO's / Ops	Appt Set	Appt Shown	Appt Sold
Reynolds Motors	1631	1	359	159	10.36%	2	0.10%	26	650.00%	1.59%	64	3.92%	19	1.16%	146	91	9

Be Back Report MTD																	
Store Name	Be Back	1st Time Visit	Sold	% Sold	Sold Pend	Sold Pend %	Write Ups	Sold / Write Ups	Write Ups / Be Backs	Demo	Demo / Be Backs	Write Up / Demo	TO's	TO's / Be Backs	Appt Set	Appt Shown	Appt Sold
Reynolds Motors	1	1	0	0.00%	0	0.00%	0	0.00%	0.00%	1	100.00%	0.00%	0	0.00%	0	0	0

Walk In Report MTD											
Store Name	Walk In Ops	Be Backs	1st Time Visit	Sold	% Sold	Sold Pend	Sold Pend %	Bought Elsewhere	% Bought Elsewhere	YTD Bought Elsewhere	YTD Walk In
Reynolds Motors	347	1	340	66	19.02%	2	0.58%	2	0.86%	62	2498

Phone Ups Report MTD																
Store Name	Phone Ops	Be Backs	1st Time Visit	New	Used	Blank	Appt Set	% Appt Set	Appt Shown	% Shown	Sold	Sold %	Sold Pend	Sold Pend %	Bought Elsewhere	% Bought Elsewhere
Reynolds Motors	169	0	2	62	42	50	44	29.53%	11	7.38%	14	9.40%	0	0.00%	6	3.36%

Internet Ups Report MTD																
Store Name	Internet Ops	Be Backs	1st Time Visit	New	Used	Blank	Appt Set	% Appt Set	Appt Shown	% Shown	Sold	Sold %	Sold Pend	Sold Pend %	Bought Elsewhere	% Bought Elsewhere
Reynolds Motors	1046	0	1	768	213	65	42	4.02%	13	1.24%	20	2.68%	1	0.10%	53	5.07%

Fax Ups Report MTD																
Store Name	Fax Ops	Be Backs	1st Time Visit	New	Used	Blank	Appt Set	% Appt Set	Appt Shown	% Shown	Sold	Sold %	Sold Pend	Sold Pend %	Bought Elsewhere	% Bought Elsewhere
Reynolds Motors	1046	0	1	768	213	65	42	4.02%	13	1.24%	20	2.68%	1	0.10%	53	5.07%

Non Buyer Call Center Result - Walk In MTD					
Store Name	Avg Product Knowledge	Avg Courtesy Score	Followed Up with Prospect % "Yes" Score	Prospect took Demo % "Yes" Score	Manager Turnover % "Yes" Score
Reynolds Motors	9.87	10.00	0.00%	100.00%	66.67%

The Virtual Customer Care Center Management Reports display key performance metrics at a glance and enable you to drill down into the details to further investigate results.

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.

