

# Make Every Call Count

# POWER

U.S.

Dealership-wide Solutions

## 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?***

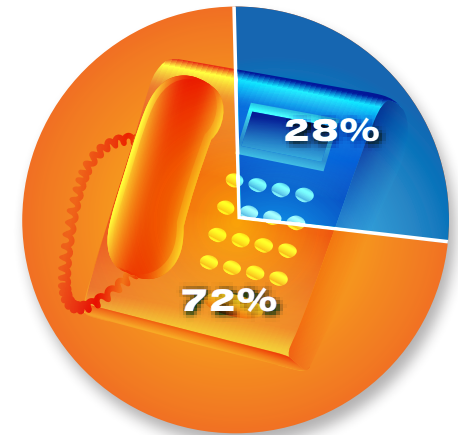
## Expect Results

- Increase sales by automatically capturing caller information and scheduling follow-up activities for every lead in POWER CRM.
- Uncover missed opportunities and fix potential customer issues by reviewing inbound 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

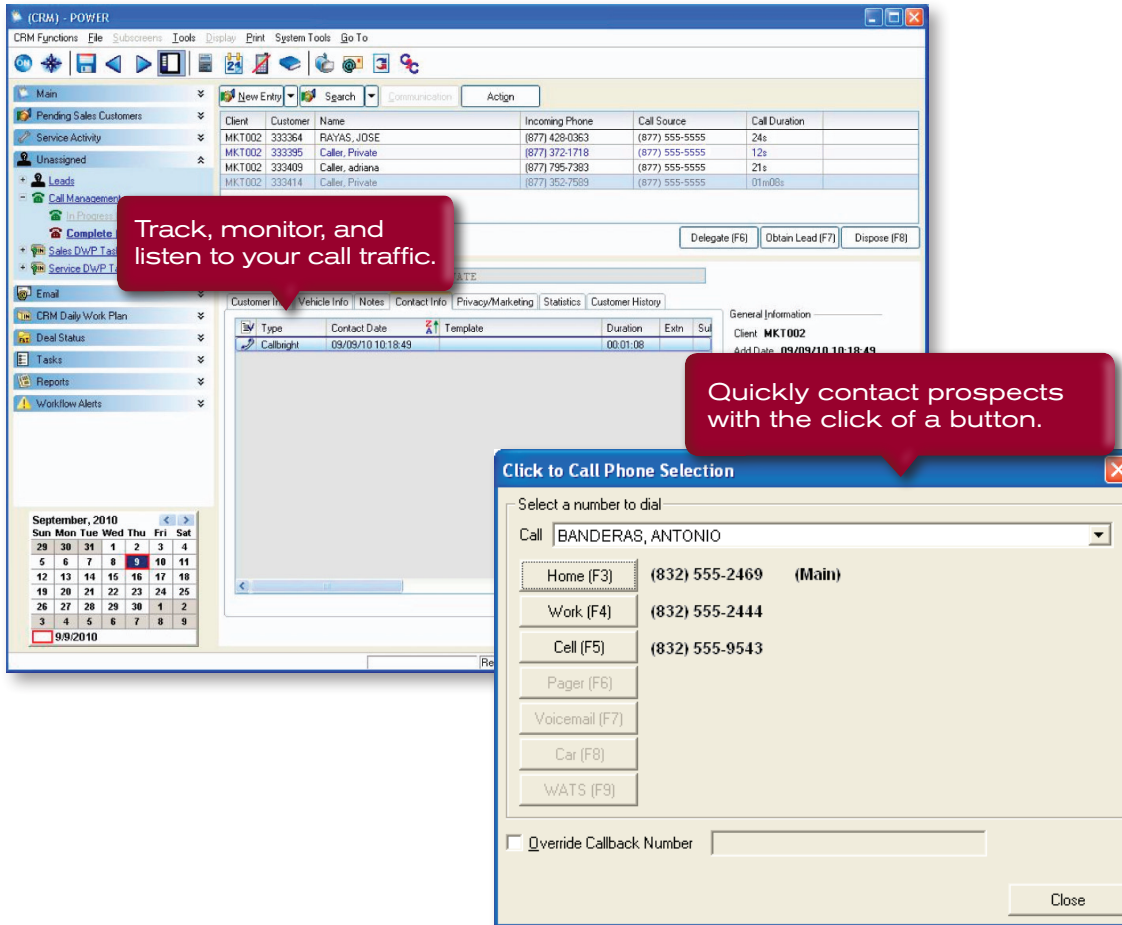


72% of all calls to dealerships are mishandled.<sup>2</sup>  
What's happening in yours?

**Callbright® Integration  
with POWER CRM**

## About Callbright Integration with POWER CRM

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



## Highlights

- Update and track prospect information on every call.
- Identify which ad source generated every call.
- Listen to inbound call recordings.
- Contact a prospect with the click of a button using Click-to-Call buttons.
- Secure every phone lead within POWER CRM.
- 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 POWER CRM.

Callbright® Integration with POWER CRM

