Reynolds & Reynolds®

News

Reynolds and Reynolds Computer Assisted Instruction is a "Cool Technology" for Dealerships

Training Method Helps Dealers Get More from Their Computer System

DAYTON, OHIO – February 19, 2009 – The integration of Computer Assisted Instruction (CAI) into the Reynolds and Reynolds ERA® dealership management system (DMS) has been highlighted by Automotive News as one of the "cool technologies" displayed at the 2009 National Automobile Dealers Association (NADA) Convention, held last month in New Orleans, La. CAI is a proven method for training dealership personnel to aid in better utilization of the DMS, which typically translates into higher productivity and customer satisfaction for dealerships. The recognition was featured in the Feb. 9 edition of Automotive News. CAI capabilities have been a long-established feature in the Reynolds POWER DMS for years.

"Most dealerships, regardless of what DMS they are using, recognize the opportunity to improve how their employees use the DMS in order to get more out of it for their business," said Jon Strawsburg, vice president, Product Planning, at Reynolds and Reynolds. "This is especially true in hiring and training new employees and in training all employees on new software releases. Computer Assisted Instruction offers ERA users a proven solution to both problems and helps dealerships gain more benefit, more consistently from their technology investment in the DMS."

CAI, which is optional for ERA dealers, provides them with access to no-cost training in an initial library of more than 100 self-paced courses in ERA, each course tailored to specific roles in the dealership. The courses can be taken any time from any ERA workstation in the dealership. Plus, with every new ERA software release, CAI courses help employees learn about the latest DMS enhancements.

As dealerships continue to look for ways to improve productivity and the effectiveness of their employees, CAI offers a far easier and inexpensive approach to training. By using CAI, dealerships can eliminate the need to develop their own DMS training materials or tie up more experienced employees or managers to handle time consuming one-on-one training. Plus, CAI provides a record of training assigned and completed for each employee, giving managers confirmation of whether employees have learned the DMS knowledge and skills necessary to complete their jobs.

Reynolds announced the introduction of CAI for ERA in a news release during the NADA convention, January 25, 2009.

For more information, see the company's Web site, www.reyrey.com.

About Reynolds
Reynolds and Reynolds is the automotive industry's largest and most trusted provider of automobile dealership software, services, and forms to help dealerships improve business results. The company is headquartered in Dayton, Ohio, with major operations in Houston and College Station, Texas, and Celina, Ohio. (www.reyrey.com)

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