

Service Portal from Reynolds Web Solutions Improves Dealership Service Department Accessibility and Convenience for Consumers

The Service Portal is available 24 hours a day, seven days a week from the dealer's Web site

DAYTON, OHIO – August 3, 2009 – The Reynolds and Reynolds Company today announced the launch of Owner Circle, which is the latest addition to the [Reynolds Web Solutions Service Portal](#). From Owner Circle, consumers can view and print their entire dealership service history, as well as update their personal and vehicle information. By combining Owner Circle with the other Service Portal features – Online Service Reservations and Service Repair Status – dealerships can make themselves more accessible and convenient to consumers and become more efficient in their daily service operations.

“The Service Portal extends the usefulness of a dealer’s Web site by creating a continuous touch point between the service department and its customers,” said Trey Hiers, vice president, Corporate Marketing, for Reynolds. “Online access for consumers to their vehicle data stored in the dealership management system puts important service information at their fingertips and can reduce the number of telephone calls they make to the dealership. As a result, service advisors are freed up to spend more time with customers in the service drive, which enables advisors to be more productive and efficient.”

In the Service Portal:

- [Online Service Reservations](#) allows consumers to schedule service appointments through the dealer’s Web site anytime, day or night, from the comfort of their home. Appointments are integrated in real time into the dealership management system for use by the service advisor at the dealership.
- [Service Repair Status](#) allows consumers to check on the status of their vehicle’s repair while it is in the dealership for service work – and eliminate telephone tag with the service department.
- [Owner Circle](#) enables consumers to view and print their entire dealership service history directly from the dealership’s Web site, check for any outstanding campaigns and recommended services for their vehicle, and update their personal and vehicle information.

“In this downturn, the dealerships that are performing best are those typically with well established service departments and solid processes in customer relationship management,” said Hiers. “Certainly, as we come out of this recession, dealerships will continue to look to their service departments as key anchors for their overall profitability. The Service Portal is another example of how Reynolds is helping dealers use smart technology to attract customers and, at the same time, improve dealership efficiency and business performance.”

Reynolds Web Solutions offers Web site design, search engine marketing and optimization, inventory management, and Internet marketing and sales training – all backed by Reynolds’ world-class customer support team. This year, Reynolds Web Solutions has added a number of new features and offerings for use with its WebMakerX® Web sites, including [Search Engine Ad Management](#), [consumer interactive site designs](#), and [consumer interactive inventory displays](#). (www.reynoldswebsolutions.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)

#

Media Contact:

Thomas Schwartz

937.485.8109 (office)

937.269.9569 (mobile)

Thomas_Schwartz@reyrey.com