



## COMPREHENSIVE COMMUNICATIONS SOLUTIONS FOR AUTO DEALERS



# DRIVE YOUR BUSINESS FORWARD WITH THE WAVE IP AUTO SUITE



Vertical Automotive Solutions feature the industry's first communications platform and application suite designed to help auto dealerships increase sales, improve CSI scores and build greater service department margins. The exclusive Vertical Wave IP™ Auto Dealer Applications Suite is a powerful package of communications applications and productivity tools designed to integrate with your dealership's existing business systems to help streamline workflows, accelerate revenues and provide real-time insight into dealership operations.

## Service Customers Faster

Car sales can be summed up in two words: customer service. To provide it, your sales team needs instant access to information and customers wherever they are – on the sales lot, in the showroom, offsite, or online. Dealerships that make more phone calls and manage appointments increase the number of appointments set by 26% and increase their closing ratio by 6.5%.<sup>1</sup> But they need the right tools to make those numbers – and to connect and communicate more quickly with today's mobile car buyers.

The Vertical Wave IP™ Communications Platform comes complete with all the tools you need, including embedded telephony, collaboration, presence management and enterprise mobility applications. Unlike other solutions that offer support for IP applications – but which require additional hardware and software at an additional cost – Wave IP already has everything auto dealerships need for cost-effective communications and enhanced business processes built right in to help:

- Convert more calls to sales
- Increase Service Department revenues
- Improve Customer Satisfaction Index scores
- Track and control marketing costs
- Manage dealership operations with real-time business intelligence

### Wave IP Auto Applications Suite

#### Sales Tools

- Mobility - Smartphone as Your Extension
- Sales CRM integration
- VIP Customer Call Routing & Reporting
- Customer (IM) Messaging

#### Marketing & Customer Service

- Service Appointment Reminder
- BDC Call Center Software
- Marketing Campaign Tracker
- On-hold Promotional Messaging

## Convert More Calls to Sales

The massive rate of mobile phone adoption has ushered in a dramatic shift in consumer behavior for the automotive industry. Consumers researching cars, parts or services are no longer content to visit a website, fill out a form, or send an email outlining their needs. When they're ready to buy, they want to talk.

In direct response to the rise of smartphone growth, auto dealerships are experiencing a significant increase in the volume of phone calls from potential buyers. In fact, according to recent DealerSocket statistics, 100% of smartphone owners surveyed say they use their device to perform some sort of car shopping. Yet almost 40% of calls to a dealership go unanswered or to the wrong person.<sup>1</sup>

## Improve Customer Satisfaction Index scores

The Vertical Wave IP and auto applications suite can be integrated directly with your existing CRM programs, including DealerSocket and ELEAD1ONE, to automatically track valuable call data and ensure that every call is quickly routed to the right department or person. The Wave IP's award-winning ViewPoint UC desktop call handling and management client enhances communications with intuitive applications including mobility, secure instant messaging, visual voice mail, call logging and recording, and much more to help every member of your team provide more personalized, efficient customer service for more new and repeat sales, and improved Customer Satisfaction Index scores.



## Wave Call Classifier

*Customers and prospects don't like being on hold. Approximately 60% of them will hang up after just one minute. Wave Call Classifier gets customers where they want to go faster and automatically delivers caller information to your agents' screens so they're ready to respond to each caller's unique needs in real time.*

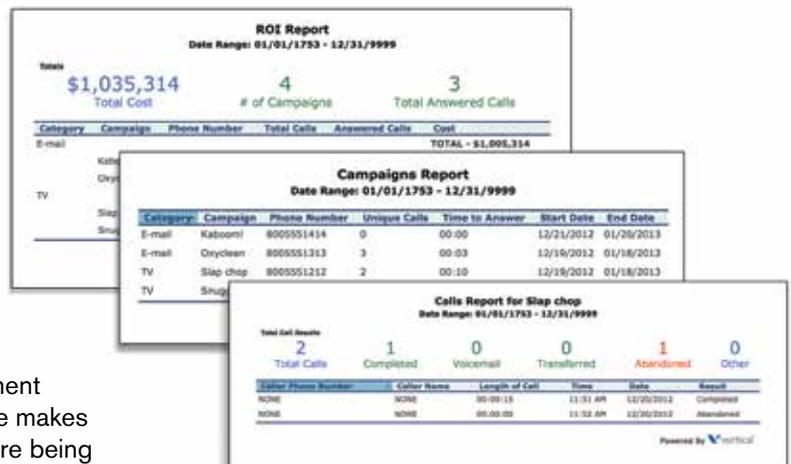


*The Vertical Wave IP seamlessly integrates with popular dealer CRM packages to improve efficiency by automatically routing calls while simultaneously tracking and capturing call data for valuable business intelligence.*

## Track and Control Marketing Costs

Auto dealers spend \$8 billion a year on marketing and advertising – about 10% of their total revenue.<sup>2</sup> Often, though, they have no idea where that money is going and if that expense is translating into more sales.

Part of the Wave IP auto applications suite, Wave Campaign Tracker makes it simple to quickly set up and track marketing campaigns. With it, you can assign a specific direct-dial number to each campaign and then set the destination of calls so they reach the right person in your business development center. The Wave IP's embedded Call Logging feature makes it easy to track and see exactly where and how calls are being handled. Compared to costly outside marketing tracking services many dealers pay \$1,000 to \$3,000 a month for, the Vertical Wave IP comes complete with all the infrastructure to meet your advertising reporting needs so you can eliminate those ongoing expenses.

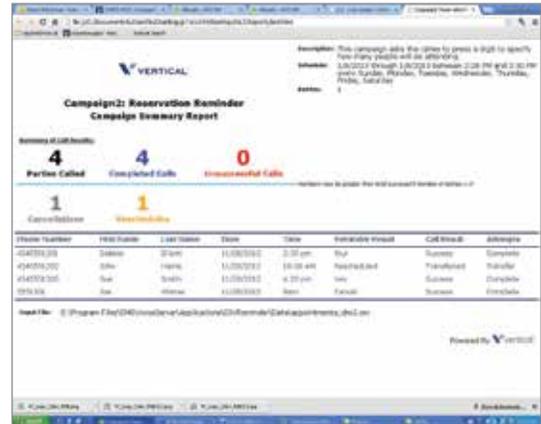


## Wave Campaign Tracker

*Eliminate ongoing monthly expenses, like Who's Calling, and enjoy a sustainable ROI on your marketing investment. Campaign Tracker makes it easy to generate custom reports that show the number of calls per campaign, as well as details on the number of unique callers and average length of call.*

## Increase Service Department revenues

For every 1000 customers campaigned to, dealer groups average \$55,000 in service revenue.<sup>1</sup> Considering the Service Department accounts for about 14% of the average dealer's revenue, building solid customer relationships after the sale is essential to higher profit margins, which are much greater on service work. The Wave IP helps you increase those margins and make your Service Department more profitable with customizable, automated Interactive Voice Response (IVR) applications and automated appointment reminders that save you time and make you money. Save 30 hours of labor a week on manual calls by completing them in just minutes while generating easy to use reports to maintain and track call results and valuable customer data.



## Mobilize your sales team

Your sales people, service advisors and managers need to be mobile to better assist customers. Vertical's award-winning ViewPoint Mobile application integrates individual mobile devices with your Wave IP, so whether they're out on the lot or in the service bays, your team is always available to take customer calls on their personal mobile devices. All communication inside and outside of your firewall is logged and routed back through your corporate network, enabling systemwide reporting, recording and access to Wave IP features wherever they are, while helping you to control calling costs and keep business and personal calls separate.

## Wave Appointment Reminder

*Keep your service bays full with the Wave IP's Appointment Reminder application to automatically confirm appointments and reschedule no-shows. Then use the built-in outbound survey app to immediately follow up with automated customer satisfaction surveys.*

With ViewPoint Mobile, there's no need for the expense or interruptions from annoying overhead paging or cordless phone systems. Never risk losing another sale because a customer walks out while waiting for an answer. Your sales people are always available to your customers while collaborating at the same time with your finance, service and other support staff to close the deal. Using features like Secure IM on their personal mobile devices, they can keep customers engaged while sending and receiving messages.

**"Our sales people rely on ViewPoint Mobile to serve customers and close deals while they're on the lot, on test drives, or at our other franchises. It has a tangible impact on our bottom line."**

**Ted Stranz, General Manager  
Lou Fusz Automotive Group**

<sup>1</sup> Source: DealerSocket <http://weareautomotive.com/>

<sup>2</sup> Source: NADA DATA 2014 Annual Financial Profile of America's Franchised New-Car Dealerships

**For more information on Automotive Solutions from Vertical Communications®, call 1-877-VERTICAL, or visit [www.vertical.com](http://www.vertical.com).**

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