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# Dealership Customer Communications

News & Used Vehicle Sales • Service • Parts • Financing & Leasing

Service Reminders  
Appointment Scheduling  
Recall Notifications  
Event Announcements  
Staff Messaging  
Trade-in Proposals  
Dealership Rebates & Promotions  
Customer Surveys ...and more

**TasTec Inc.** introduces the...

**Automotive Assistant™**

The Automotive Assistant™ is an interactive *Dealership Voice Broadcasting* and *Automated Dialling* application, powered by an award winning IVR system, designed to integrate with existing Dealership Telecommunication, DBMS and CRM systems.



The Automotive Assistant™ is modular and scalable in nature, allowing for flexibility in campaign planning. You can start small and acquire one, or grow to any combination of the 8 *a-la-cart* Automotive Assistant™ campaign modules to suit your business needs.



Automotive telephony applications, like *Dealership Voice Broadcasting*, are quickly becoming one of the smartest investment tools for automotive dealerships today.

## *What does the Automotive Assistant™ do?*



The Automotive Assistant™ was built on a very powerful IVR based platform called the ICS™ (*Integrated Communications Server*). The ICS™ is an award winning *Unified Communications* system, designed to streamline messaging within a dealership's administrative office and its customers. A base ICS™ system comes standard with a very robust suite of features like: Automated Attendant (speech ready), On-Hold Messaging, Unified Messaging (voice/fax to email), Off-Premise Call Transfer, Call Screening, Call Accounting (user and trunk line reporting),

Call Queuing, Text Messaging (desktop to wireless), Call Recording, and more. The ICS™ gives car dealership stakeholders peace of mind assurance that all their business communications needs are being managed all under one platform.

## *Looking for ways to automate communications, bring in new business, increase revenue and reduce over-head?*

Allow us to answer that question for you. The premise behind creating the Automotive Assistant™ was to make these ways possible through Telephony Innovations. The Automotive Assistant™ empowers sales managers, service managers and dealership administrators with the ability to create and manage automated calling campaigns to perform such tasks as:

- *Service Reminders*
- *Appointment Scheduling*
- *Recall Notifications*
- *Event Announcements*
- *Promotion/Rebate Awareness*
- *Sales Lead Generating*
- *Trade-in Proposals*
- *Holiday Greetings*
- *Staff Announcements*
- *Customer Surveys*

...and more



## *Who are your customers giving their keys to?*



Ever wish you had a crystal ball that explained why customers stopped bringing their cars back to your dealership for service? \*Recent industry statistics indicate that only 18 – 20% of customers return to the same dealership for service. \*\*Other statistics show that service and parts accounted for 66.5% of an average dealer's profits. So in other words, you can't afford not to know. With the Automotive Assistant™, you can gain insight and increase that

percentage by sending calling campaigns that survey your customers, notify them about recalls, remind them that they're due for service and inform them about your dealership's rebates and special offerings.

## *So why not just have your service people contact the customers directly?*

Because it's time wasted tracking customers on the phone. Time that's costing you money. Some dealership managers, particularly ones that cater to high end clients, argue that automated diallers are not personable enough. Agreed, which is why the Automotive Assistant™ connects your customers with live personnel. How it works is, the service people record the initial message using their own voice. Once the Automotive Assistant™ tracks the customer by phone, the message is played and the customer is then connected live with the service person. It's designed with telephony intelligence that identifies various caller scenarios such as: ring-no-answer, busy-no-answer, operator intercept, voice mail service/machine answer and early hang-ups. The Automotive Assistant™ responds accordingly to each caller scenario with a different messaging script, making it one of the most diverse Automated Dialling systems you can buy for your automotive business.



\* data provided by MediaTrac, LLC

\*\* data provided by National Automobile Dealers Association

## *Is your marketing investment giving you enough results?*

\*Recent data indicates the average dealer is spending about \$28,320 per month on advertising to sell cars, with a predictive closing ratio of only 20% on leads generated. This is exactly why sales leads are so valuable to a dealer. Are your sales leads being properly managed? Do your sales agents struggle with prospect tracking? People are not easy to track down and lead trails



can easily go cold or fall into the hands of competitors if they're not diligently pursued. The best way to manage sales leads is through improved customer communications. The Automotive Assistant™ can easily become your best employee because it automatically tracks your prospects for you and connects them with your agents in a quick and professional manner.

## *Does advertising alone produce enough sales?*



In these trying economic times, most dealership stakeholders have likely exhausted every possible marketing tool available. Or have they? \*\*More data indicates the average dealer spends \$708 on advertising per new vehicle retailed, while grossing \$1,193 in profit. That's around 59% of the average dealer's gross profit spent on advertising for each new vehicle they sell. It's a big hit on profits, but the question is, are you selling enough cars? If the answer is no, then what do you do, spend more on advertising? \*\*\*Further data shows that 70% of the average dealer's existing service

customers will likely buy or finance another vehicle from the same dealer in the future. What's your closing ratio on repeat customers? Could it be better? The answers to all these questions point to the Automotive Assistant™. If you're looking for a cheaper, yet effective way to generate sales leads, increase communications with existing customers and improve closing ratios, then this is the solution for you.

\* data provided by National Automobile Dealers Association

\*\* data provided by National Automobile Dealers Association

\*\*\* data provided by Auto Dealer Monthly based on article "How to Design a Fixed Ops Marketing Plan"