

## 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 automated 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.

\* data provided by MediaTrac, LLC

\*\* data provided by National Automobile Dealers Association

## 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...



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



*We take technology to task.™*

Call **TasTec Inc.** at 289-632-2338 for more info or visit: <http://www.tastecinc.com/automotive.html>