



# Tracer for Auto Dealerships

*Drive Sales and Accelerate  
Customer Satisfaction*

**T R A C E R**

Professional Interaction Management

## The Smart Choice for Auto Dealerships

Successful automotive dealerships excel because they make smart business decisions. Questions such as how to allocate advertising dollars, which associates are fueling productivity and what sales practices prove the most effective are all important concerns which must be addressed every day in the competitive world of auto sales. Tracer, the quality assurance and marketing campaign management solution from OAISYS, provides the valuable insight dealerships need to make better educated decisions that generate a real return on investment. New revenue generation, significant improvements in Customer Satisfaction Index (CSI) scores and an improved work environment are all benefits that can be realized for dealerships deploying the Tracer solution.

## Improve Sales Team Call Performance

Salespeople interacting poorly with customers over the phone can jeopardize business operations, resulting in a buying process break-down and customers purchasing from another dealer. Tracer helps dealers improve their lead-to-sale conversion rates by continuously monitoring individual salesperson call handling performance. Tracer helps uncover skill gaps and makes it easy to follow up with effective coaching measures to resolve deficiencies and promote behavior that increases sales. The benefits of Tracer aren't just relegated to the sales team; calls from service and parts departments and business development centers can be monitored as well.

Recordings can be easily searched for and retrieved, allowing specific calls to be played back for use in training and performance evaluation. Calls reflecting poorly on the dealership can be identified, and coaching recommendations can be made. Calls demonstrating superior service can be used to highlight proper customer interaction and lead generation practices.

In addition to providing insight into customer service quality, Tracer provides visibility into staff productivity levels. Tracer call reporting enables search of recordings by date, time or full and partial phone numbers, providing evidence to eliminate phone abuse and enhance employee productivity.





## Resolve Disputes and Misunderstandings

Miscommunication can result in unwelcome disputes with customers, vendors and suppliers. The Tracer solution acts as a valuable tool for dispute resolution—recorded phone interactions can easily be reviewed to determine where mistakes occurred, and who was responsible for them. The impact to your bottom line and dealership credibility is substantial; call recording helps dealerships avoid disputes with customers and other parties, while at the same time optimizing service levels and quality.

Recording all interactions, transactions and commitments made by employees throughout the dealership helps ensure that misunderstandings are avoided. Tracer call recording captures unarguable evidence that a conversation has taken place—and delivers the full content as well—providing a powerful deterrent to disputes and helping to resolve them when they do occur.

## Market Your Dealership Effectively

Is every dollar allocated toward marketing efforts delivering maximum ROI to your dealership? If you're uncertain of the effectiveness of your advertising efforts, your marketing department may be operating solely as a cost center as opposed to a revenue center. Whether your leads are produced through print ads, billboards, radio or television commercials, direct mailers or word-of-mouth, it's imperative to understand how these different activities are working to generate business. To market effectively, you need to minimize the cost to generate each lead and maximize the number of leads produced.

With Tracer, you'll generate reports on every call, including inbound and outbound, local, long distance and toll-free. Tracer's collection of built-in, customizable

reporting features show you exactly where your calls originated from, both by area and by campaign. You'll have the power to review daily exactly how successful your marketing efforts are and make the necessary adjustments to your media placements. In addition, Tracer allows you to drill down further to actually hear calls and gauge customer response.

Some solutions only offer information on inbound calls, overlooking an important aspect of the bigger marketing picture. If your sales staff places follow-up calls, or if you have a business development center, you need insight into the nature of these interactions and the impression that was delivered to your customers. Tracer provides reporting on all calls, maximizing your ability to market more effectively and manage for success.

## Empower Your Dealership with Tracer

- **Access All Calls and Information:** Tracer captures data on every call, so every lead is accounted for and every training opportunity is available.
- **Eliminate Subscriptions or Recurring Fees:** With Tracer, flexible purchasing options mean you don't have to budget for pay-to-use fees or worry about future price increases.
- **Maintain Your Local Area Presence:** Because Tracer allows you to use your own local telephone numbers, customers will know they're calling you, not an anonymous call center.
- **Take Control of Call Data:** Tracer keeps valuable call data in your possession, not stored on a public network alongside your competition. Additionally, there are no time constraints for data storage; recordings can be kept as long as desired.



To learn more about OAISYS, Tracer and Talkument, please visit our website at [www.oaisys.com](http://www.oaisys.com) or call 888.496.9040 today.

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