



TECHNOLOGY GROUP

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IVR Interactive Services

KEY POINTS

- **Multi-Faceted Dealer Locator Program**
- **Hot Call Transfer**
- **Qualifies the Caller and Buying Intention**
- **Whisper Message Communicated Buyer's Name and More!**

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CASE STUDY

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DEALER LOCATOR WITH QUALIFYING INFORMATION

CHALLENGE: most automobile dealer locator programs are limited and impersonal. They merely enable a customer to call an toll free number to reach a particular company. For example, a pre-recorded voice states: "The phone number of your nearest XYZ dealership is _____. The address is _____. Thank you for calling." It is then up to the customer to call or visit the dealer.

SOLUTION: we realized our client wanted a much more powerful system to support the sales opportunity. If the dealership knew that the customer had sought out the dealer through a locator service and has some information regarding the customers need and buying intentions, that dealer would be in a better position to meet the customers need and close the sale!

Our solutions team set out to custom build an application that allowed our client to take their program down the path of *servicing* the customer! Now when a customer calls the locator line they are greeted with an IVR personality we created just for our customer. The caller is asked about the reason for their call, make and model that they are interested in and to provide their zip code and even speak their name. Next our system goes to work finding the nearest dealership and transfers the caller to that dealer. When the dealer picks up the call, they hear the reason for the call, make and model interest and the recorded name all before they are connected to the caller. Now the dealer is armed and ready to talk, rather *sell* the caller!

Smart



Solutions