



Gulf States Toyota Endorses YouSpeak Web Audio Services to Achieve Enhanced "Web Stickiness" for Their Dealers

Gulf States Toyota grants YouSpeak® preferred vendor status to begin offering regional Toyota dealers new Live Voice messaging for their Web sites.

([PRWEB](#)) April 5, 2004 -- TAMPA, FL. April 05, 2004 -- Gulf States Toyota, the distributor for Toyota cars, trucks, and sport utility vehicles in Arkansas, Louisiana, Mississippi, Oklahoma, and Texas has granted YouSpeak Network a preferred vendor status and agreed to offer their dealers a new Web site service from YouSpeak.

YouSpeak's audio services enable dealerships to broadcast Live Voice messages from their Web sites, using a standard telephone dial-in. Dealerships can announce current inventory updates and weekly "internet-only" specials to their Web browsers, keeping their site content fresh and dynamic with these real-time, phoned-in voice updates.

“Live Voice messages are making a measurable difference in Dealership web site lead generation, producing additional calls and slowing down the search and discovery process”, says Bill Bledsoe, President of YouSpeak.

“Web browsers are searching dealership sites at an ever increasing rate, and the dealer who can offer something innovative, that can slow-down the browser, will win. When Web surfers have an opportunity to hear from a dealer, and listen to Live Voice messages about the dealership, their new inventory arrivals, changing incentives, and daily promotions and specials, it encourages them to slow-down and even stop searching”. Bledsoe continues, “Live Voice gives our Dealers an opportunity to welcome their viewers and invite them into their virtual dealership. This gives the browser time to familiarize themselves with the site. Later, when the browser emails or picks-up the phone to call, he or she feels somewhat more comfortable, and the dealer can begin their work to earn the browsers business”.

YouSpeak gives Dealers everything they need to broadcast Live Voice messages from their Web site. All messages can be re-recorded at will. YouSpeak provides all the message scripting and the Professional Voice Talent necessary to begin broadcasting from the Dealer Web site. A new product offering YouSpeak has introduced are interactive “TalkingCoupons”. These audio coupons announce weekend specials to browsers when they arrive at the Dealership Web site, and then capture data fields from the coupon, surveying the coupon recipient by phone, in order to qualify for the weekend coupon offer. “It’s another way we creatively use Live Voice to add urgency to the message”, continues Bledsoe. “Dealers promote their messages on Radio and TV with enthusiasm and frequency, why not their Web sites?”

About YouSpeak:

YouSpeak offers custom PBX solutions, and design and streaming audio services to large and small businesses for their Web and E-communications needs. TalkingCoupons®, OneLiners, and other interactive Web Audio products are patent-pending. All Audio link activity is tracked and fully documented by VeriCoupon®, another of YouSpeak's patent-pending technologies. All Audio services offered utilize custom-configured software and Web-enabled administration developed by YouSpeak Network.



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Online Web 2.0 Version

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