



DEALERS INCREASE REVENUE FROM EXISTING PHONE LEADS WITH SALES ACCELERATOR SOLUTIONS

Who's Calling helps dealers find "invisible ups" in the phone leads they already receive

Recognizing the need for dealers to get more out of every phone lead and the limited amount of time the average dealer has to make this happen, Who's Calling has released Sales Accelerator Solutions. Sales Accelerator Solutions is designed to drive more buyers to the dealership by maximizing existing marketing expenditures and call traffic. The program achieves this objective by employing two proven strategies: using Who's Calling's quality assurance staff to make callbacks to set additional appointments, and improving CSI by providing actionable telephone sales performance evaluations.

([PRWEB](#)) October 23, 2003 -- Kirkland, Wash (PRWEB) Oct. 23 2003 -- Recognizing the need for dealers to get more out of every phone lead and the limited amount of time the average dealer has to make this happen, Who's Calling has released Sales Accelerator Solutions. Sales Accelerator Solutions is designed to drive more buyers to the dealership by maximizing existing marketing expenditures and call traffic. The program achieves this objective by employing two proven strategies: using Who's Calling's quality assurance staff to make callbacks to set additional appointments, and improving CSI by providing actionable telephone sales performance evaluations.

According to Who's Calling president Ian Steyn, Sales Accelerator Solutions was developed with very specific objectives. "Our mission is to help dealers sell more cars using existing phone traffic," said Steyn. "We capture a lot of very valuable data, but we realize the average dealer doesn't have much time to spend on data analysis. Consequently, some phone leads aren't being utilized to their full potential, and dealers are missing sales opportunities. We call these "invisible ups." Sales Accelerator Solutions was created to fill that gap."

The Sales Accelerator Solutions suite of services includes two key programs: Lead Saver and Voice View Monitoring. The Lead Saver program previews a dealership's Voice View call recordings, identifies calls from potential buyers, and calls back any individuals for whom an appointment has not already been scheduled. Initial nationwide tests of Lead Saver by more than 40 dealers revealed that the average dealership receives 290 phone calls per month, half of which are sales related but don't yield an appointment. Lead Saver professionals make callbacks to these individuals to thank them for their original inquiry and attempt to schedule an appointment. Test results indicate that roughly 30 percent of the callbacks result in appointments, and more than half of these prospects actually keep their appointments at the dealership.

The second Sales Accelerator Solutions service is Voice View Monitoring. The program is designed to help dealers save time and sell more cars by strengthening client relationships through improved customer service. Instead of spending valuable staff time listening to recorded calls, dealers using Who's Calling's real time Voice View call recording system can now receive weekly reports that focus on call handling performance and prospect criteria.

With Voice View Monitoring, quality assurance teams listen to the dealership's inbound call recordings each



day and evaluate calls based on specific criteria. Up to 20 different evaluation metrics can be used, including how long the caller was kept on hold, whether the sales person tried to schedule an appointment, if the caller asked about new or used vehicles, if the sales person mentioned the price of the vehicle, the overall effectiveness of the sales person's communication with the caller, etc. A weekly summary report showing results in an easy-to-understand percentage format is sent to the dealer via email and fax. The dealer can see at a glance where skills need improved in order to deliver better customer service, a higher CSI and stronger customer loyalty - all of which translate to more cars sold. Voice View Monitoring can also send daily alerts on call recordings that the dealer may want to review in more detail.

Who's Calling provides Lead Saver and Voice View Monitoring in varying levels of implementation, providing servicing capabilities that match individual dealership size and call volume.

ABOUT WHO'S CALLING, INC.

Who's Calling is the leading provider of Customer Capture solutions utilizing call measurement and monitoring services. The Kirkland, Wash.-based firm uses proprietary patented technology to deliver real-time customer data with 100 percent accuracy. The data enhances sales performance by measuring advertising effectiveness, generating daily lead lists, monitoring and improving customer service responsiveness, leveraging contact information and providing primary research. Who's Calling has a nationwide client base of more than 7,000 customers across 30 different industries. Within the automotive sector, the company services more than 5,000 franchised auto dealers, including dealers from each of the top ten auto groups and industry leaders such as Audi of America, Mazda, Mercedes Benz, AutoTrader.com, Van Tuyl Automotive Group, duPont Registry and Mitsubishi. More information about Who's Calling is at www.whoscalling.com.

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