



## **39% of automotive dealerships take longer than three days to respond to online customer inquiries**

([PRWEB](#)) May 14, 2004 -- Research and Markets announces the addition of this new report entitled "Automotive CRM: Making Bottom-Line Improvements in E-mail Responsiveness" to its offerings.

Thirty-nine percent of automotive dealerships evaluated by Jupiter Research take longer than three days to respond to online customer inquiries or do not respond at all. This lack of customer service is not in line with manufacturer and third-party information site initiatives to increase Internet-generated sales.

This report covers the following questions:

- How have automotive sites improved their operational customer relationship management (CRM) capabilities over the last few years?
- How will the role of e-mail as a service touch point grow in the next five years?
- What should automotive sites do to improve dealer responsiveness to consumer inquiries?

This report displays information on:

- Year-over-Year Comparison of E-mail Response Rates of Automotive Sites
- Automotive Sites' Operational CRM Capabilities
- Customer Inquiry Response Times by Type of Site

For a complete index of this report click on <http://www.researchandmarkets.com/reports/72057>

About Research and Markets Ltd.

Research and Markets Ltd. are Europe's largest resource for market research. R&M distribute thousands of major research publications from the world's leading publishers, consultants and market analysts. R&M provide you with the latest forecasts on international and regional markets, key industries, the top companies, new products and the latest market trends.

For additional information on ResearchandMarkets.com, their range of reports or their value-added services, visit their web site at <http://www.researchandmarkets.com> or <mailto:press@researchandmarkets.com>



**Contact Information**

**Laura Wood**

RESEARCH AND MARKETS

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).