



## **Marketrend, Ernie Guzman Pontiac GMC Sign Deal**

*Marketrend Interactive Corp. today announced that Ernie Guzman Pontiac GMC, will use the company's Lead Management application to streamline its sales CRM processes.*

Houston, TX ([PRWEB](#)) October 20, 2004 -- Marketrend Interactive Corp. today announced that Ernie Guzman Pontiac GMC, will use the company's Lead Management application to streamline its sales CRM processes.

The Houston area dealer will use Marketrend's ASP software to provide showroom traffic control, to consolidate leads from a variety of sources, and to manage prospects from initial contact to vehicle purchase.

"We have used different sales management tools over the years, but the Marketrend product is much easier for our sales staff to use, and since we access it on the Internet, we don't have to buy new hardware," explains Ernie Guzman Jr., General Manager for Ernie Guzman. "The seamless integration with our DMS lets us leverage our investment in existing systems to improve the way interact with our prospects."

The dealership already uses Marketrend solutions on its website. Using the Model Specific Response tool, prospective buyers who request information about a vehicle receive a personalized email with photos, technical specifications and options. The Quick Quote application notifies the dealership by email when a prospective vehicle buyer requests pricing information. The Personal Parking Space enables customers to log in to their own customized web space and track their mileage, upcoming service appointments, and other information. By adding Lead Management to these web services, Ernie Guzman ensures that prospects and customers are managed on the web and in the showroom.

"We're very pleased to welcome Ernie Guzman to our family of clients," says Harold Braucht, a Marketrend consultant. "In addition to managing walk-in, phone and web ups, this store will also be using our call center to do follow-up calls for customers who have not visited the service department recently."

The Marketrend Lead Management application is powered by the company's integrated automotive business intelligence engine, which allows auto retailers to store, manage and work with customer and prospect data. The system also produces monthly ROI reports that Ernie Guzman sales managers can review.

### **About Ernie Guzman Pontiac GMC**

Ernie Guzman Pontiac GMC, located in Houston, Texas, is one of the area's most successful minority points. Its commitment to customer service is second to none, and it offers a comprehensive parts and service department. For more information please visit [www.ernieguzman.com](http://www.ernieguzman.com).

### **About Marketrend**

Marketrend helps auto retailers and manufacturers attract and retain long-term customers using its retail consulting and marketing services, and sales and relationship management software. More than 2,500 dealerships and 14 manufacturers work with Marketrend to build customer satisfaction and loyalty. The company is based in Toronto, ON with sales offices in Houston, TX and Buffalo, NY.

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