



## **Dealer Demand for CallStream Spurs CallCommand Growth of 420%, Inspires Release of CallStream 2.0 at NADA 2005**

*CallCommand*, a leading provider of web-based communication solutions to automotive retailers nationwide, today announced explosive growth of 420% in 2004, largely due to the success of its powerful web-based calling system, *CallStream*. The company will release an enhanced version; *CallStream 2.0*, at the 2005 NADA convention and exposition in New Orleans, Jan 29-Feb 1.

Cincinnati, OH ([PRWEB](http://www.prweb.com)) January 11, 2005 -- *CallCommand*, a leading provider of web-based communication solutions to automotive retailers nationwide, today announced explosive growth of 420% in 2004, largely due to the success of its powerful web-based calling system, *CallStream*. The company will release an enhanced version; *CallStream 2.0*, at the 2005 NADA convention and exposition in New Orleans, Jan 29-Feb 1.

*CallStream* is a tool that allows users to develop and send out targeted voice mail messages instantly from any location, with superior penetration: as high as 92% message delivery. The new 2.0 version further enhances the automation of regular customer communications; if a dealer wishes to communicate to any group of customers on a regular basis, *CallCommand* will set it up and automate it.

Dealers have experienced unprecedented success with *CallStream* in all areas of dealer operations from improved showroom traffic to increased CSI. Not only are dealers seeing improvements in sales and dealership efficiency, but also a significant decrease in marketing budgets, "with *CallStream*, I have been able to reduce my quarterly ad budget by \$25,000-\$30,000.00," commented Michael Crawford, General Manager and Co-owner of Peoria Kia, which became the #1 dealership in the World and increased its be-back ratio by 75% using *CallStream*.

The *CallStream* system automatically gathers information from most major dealership database systems (i.e., ADP, Reynolds and Reynolds etc.); sales, service, prospect information, etc., and can then automate a series of follow-up calls.

For example, a sold customer can automatically receive a thank you call from the sales manager the next day, a thank you call from the dealer principal seven days later and an invitation from the service manager thirty days after the sale.

*CallCommand* recommends a series of thirty regular communications that dealers should ideally make to maintain personal relationships with their customers. The beauty of these campaigns is that they can be tailored to the size of any customer list and budget.

According to Mike DelaCruz, World Auto Group GM, his dealerships have increased the number of customers coming in as a result of mailers from 2% to 22%, enlisting *CallCommand's CallStream* to fire out a call to their customer lists, telling customers to look for the mailer and take advantage of the specials it offers; "CallStream is an invaluable tool to increase dealership efficiency and customer volume. It's greatly improved the consistency of our follow-up and all areas of customer relations," commented DelaCruz.



CallStream 2.0 has enhanced integration to dealership DMS Systems; the format has been standardized to interface with all dealer databases. Any dealership that can produce a Customer Relationship Management (CRM) report from their DMS can now automate voice communications to customers via CallStream. CallStream 2.0 also has improved reporting capabilities; providing dealers with the opportunity to instantly review ROI results in Real Time and fine tune any changes as needed. A dealer can simply log on to his personalized web-site and view sales every hour, if he so wishes.

“We have discovered dealers increasingly find that when they put processes in place to collect all telephone numbers from showroom, Internet and phone contacts, there is an overwhelming amount of opportunity to follow-up; it is almost impossible for the dealership to ensure that each prospect receives a consistent and professional message, or any regular follow-up. CallStream 2.0 allows for the automation of an unlimited number of customer communications to ensure that each and every customer receives the right message at the right time,” commented Al Babbington, CallCommand CEO.

For the latest on CallCommand’s technology and products that improve customer relations, decrease marketing costs, increase market share and aid dealer telemarketing compliance, visit booth 641 at the 2005 NADA convention and exposition in New Orleans, Jan 29-Feb 1.

About CallCommand:

CallCommand is a leading provider of communication solutions for retailers, businesses and government agencies. Their patent pending technology decreases marketing and communication costs while simultaneously improving customer responsiveness. All of their solutions are fully web-based and do not require hardware, software or telephony equipment.

CallStream, CallCommand’s core product, is a revolutionary, web-based personalized calling system designed to provide superior voice messaging to cell phones, land phones and other devices. Combining the latest, most innovative telecom and internet technologies, CallStream provides for quick, reliable execution of targeted communications.

CallScan, released simultaneously with new legislation, offers state and federal do not call compliance solutions. CallScan will assist businesses in building an infrastructure to support the new legislation being imposed by the Federal Trade Commission, FCC, State Agencies and even the Treasury Department regulations. Most importantly, this feature will aid Dealers in ensuring that all necessary safe harbor requirements are met. .

CommunitySafe, which enlists CallCommand’s newly developed emergency broadcast technology, provides communities with a unique new tool to help resolve any community perception issues create safer communities and build top of mind awareness. It is an instant alert and communication system that allows the dissemination of vital information to citizens quickly and effectively. This unique communication tool simultaneously provides any organization with a more cost-effective and timelier way to communicate to their patrons.  
[www.communitysafe.us](http://www.communitysafe.us)

For additional information please contact Lindsay Whitson: phone: 1-877-862-6662 email: [lwhitson@callcommand.com](mailto:lwhitson@callcommand.com), visit CallCommand’s web site at [www.callcommand.com](http://www.callcommand.com), log onto any search engine (i.e.: Yahoo, Google, MSN) and type the word “CallCommand”, or drop by booth 641 at the NADA 2005 Convention and Exposition in New Orleans.



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**Online Web 2.0 Version**

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