



Jack Powell Chrysler Dodge Records \$101,000 Gross Profit with CallCommand Sales Campaign

CallCommand®, a leading provider of web-based communication solutions to automotive retailers nationwide, today announced that Jack Powell Chrysler Dodge, of Escondido, CA, had one of its most successful sales campaign in its 45-year history; recording a \$101,000 gross profit by using CallStream®, a powerful web-based calling system, 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.

Cincinnati, OH ([PRWEB](#)) January 28, 2005 -- CallCommand®, a leading provider of web-based communication solutions to automotive retailers nationwide, today announced that Jack Powell Chrysler Dodge, of Escondido, CA, had one of its most successful sales campaign in its 45-year history; recording a \$101,000 gross profit by using CallStream®, a powerful web-based calling system, 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.

According to Jack Powell Chrysler Dodge General Manager, Richard Klein, as a family owned dealership that has been in business for more than 45-years, it was well known as a cornerstone of the local community, but still had challenges in keeping hold of customers and maintaining top-of-mind recognition among prospects. CallCommand's CallStream® offered a good solution.

“I wanted the dealership to do a better job at prospecting and reaching prior customers. However, it is almost impossible to have a single person make enough calls to produce much of an impact; it can also get costly; our customer relations manager used to continually complain about how many calls they would have to make before they finally reached someone. We now use CallStream for all our dealer operations, from sales follow-up to service reminders to customer relations calls. At just 12 cents a call it's a no brainer; CallStream has yielded the best return this dealership has ever experienced,” commented Klein.

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.

This successful campaign for the dealership, which recorded a \$101,000 gross profit, was a sales campaign whereby the dealership augmented a mailer to customers that offered special incentives to come in and buy now by firing out a call to the customer list using CallStream. The voicemail message advised prospective customers to be sure to look for the mailer and outlined the various specials listed on it. As a result, the dealership sold 38 cars and yielded some of the best profits it has ever seen from a sales campaign.

“If you get something in the mail and someone calls you, it backs up the original offer. Additionally, with CallStream I can look at the outgoing calls and measure the results in sales by logging onto the Website and



seeing it in real time. This is vital for any dealership. Measurable Results. It used to be tough to gauge how many people came in as a result of a promotion; now I can manage my campaigns with complete accuracy," Klein stated.

According to Klein, the dealership has also used CallStream to create campaigns on the fly; "sometimes we have a situation where an incentive is about to go away or a new one comes out mid-month. With a newspaper ad it would be impossible; it takes a week from design to appearance. With CallCommand we call, make a recording and it can be sent out immediately --- I love this tool!"

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:

Call Command 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

For additional information please contact Lindsay Whitson: phone: 1-877-862-6662 email: lwhitson@callcommand.com, visit CallCommand's web site at 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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CARTER-WEST PUBLIC RELATIONS

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).