



Dimmitt Chevrolet Service Revenue Beats Market Average by 12% with CallCommand's CallStream

CallCommand's, a leading provider of web-based communication solutions to automotive retailers nationwide, today announced that Dimmitt Chevrolet increased service revenue in the 1st quarter by 14%, in a flat market where most dealers were happy with increases of 1-2%, with CallCommand's powerful web-based calling system CallStream's being highly instrumental. The dealership also increased CSI by 7 points. CallStream's 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.

Cincinnati, OH ([PRWEB](#)) May 3, 2005 -- CallCommand's, a leading provider of web-based communication solutions to automotive retailers nationwide, today announced that Dimmitt Chevrolet increased service revenue in the 1st quarter by 14%, in a flat market where most dealers were happy with increases of 1-2%, with CallCommand's powerful web-based calling system CallStream's being highly instrumental. The dealership also increased CSI by 7 points. CallStream's 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 Clearwater, Florida-based Dealership began using CallStream to fire out a series of thank you calls from the General Manager to customers and noticed immediate results; the customers loved getting a personal call from the dealership, "there is something very powerful about having the GM and part owner of the dealership getting his voice into each customer's household. I've even had customers call me back and thank me for the call. Many times this started a personal dialog with the customer that would not otherwise have happened," commented Sam Pilato, Dimmitt Chevrolet General Manager.

Dimmitt Chevrolet has since implemented a whole suite of CallStream customer communications from calls to thank the customer for buying a vehicle and to ensure they are happy with the sales experience to parts department calls to service reminders and missed appointment rescheduling reminders.

The biggest results the dealership has seen have been in service revenue increases; 2004 was a flat year for service business with most dealerships happy if they had increases of 1-2% and yet with the help of CallStream, Dimmitt Chevrolet enjoyed increases of 14%.

CSI is another area to enjoy significant results with a 7 point increase. Much of this increase Pilato attributes to the increased customer interaction the calls produce, "we send out calls with CallStream that thank the customer for their business and ask them to call us if they are in any way dissatisfied. The customers now have no fear of calling if something is wrong and we then get the opportunity to show how fast we can fix it. We get a chance to find out about things and handle them before they become a major problem. Before CallStream we would never hear about it," Pilato Commented.

Dimmitt Chevrolet is well known as a cornerstone of the local community. The dealership has been serving customers throughout Western Florida since 1924 and has grown to become one of the areas top Chevrolet dealers - selling more Corvettes than any other dealer on the West Coast of Florida. The family-owned and operated dealership has always placed service to customers and the local community as its top priority; in



March former dealer principal, retired second generation Larry Dimmitt Jr., received a Lifetime Achievement Award from the Clearwater Regional Chamber of Commerce and to better improve customer service, the dealership recently underwent a \$2 million renovation; adding 5,000 sq feet and a luxurious customer lounge with computers, a plasma TV and leather recliners.

Due to Dimmitt Chevrolet's strong focus on personal service, the dealership was looking for a new and more effective way to reach customers and better establish personal relationships. The dealership relied on its employees to make all customer calls for sales, service and any customer service issues. However, according to Pilato, it was impossible to keep up with all the calls that needed to be made in the course of general business and servicing the customer. It was then that the dealership enlisted the assistance of CallCommand's powerful web-based calling system CallStream; the results speak for themselves.

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.

###

**Contact Information****Sara Callahan**

CARTER-WEST PUBLIC RELATIONS

<http://www.callcommandc.com>

949-742-0477

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