



## **Continental Acura Goes Live with TimeHighway.com's Online Scheduling Solution**

*TimeHighway.com today announced that Continental Acura of Naperville, Illinois has gone live with its online service appointment scheduling solution. Continental Acura purchased TimeHighway.com to help improve customer service through enhanced customer interaction including better load balancing the shop, allowing customers to book online at their convenience and freeing up service advisors by reducing phone traffic.*

Naples, FL ([PRWEB](#)) December 28, 2005 -- TimeHighway.com today announced that Continental Acura of Naperville, Illinois has gone live with its online service appointment scheduling solution. Continental Acura purchased TimeHighway.com to help improve customer service through enhanced customer interaction including better load balancing the shop, allowing customers to book online at their convenience and freeing up service advisors by reducing phone traffic.

“I’d been searching for a solution for more than six years that would allow me to correctly stagger customers and put in time buckets. We run three tech teams and need to schedule each one separately to ensure that only one customer is scheduled with each service advisor every ten minutes. I couldn’t find a product that would correctly automate this solution, but TimeHighway said no problem and has designed the exact system for our needs. Now we have the ability to load the shop with hours and accurately book customers automatically – it’s so much faster. It really is the wave of the future,” commented Darrin Kuster, Service Manager at Continental Acura.

According to Kuster, by automating the entire appointment-setting process, TimeHighway.com has considerably cut down the time it takes to book a service appointment, as well as eliminated most scheduling errors. Prior to installing the system the dealership was using separate scheduling sheets for each of the three teams and the appointments were handwritten on each. This system had several redundancies and with the high volume of calls coming into the service department, which services upwards of 1100 customers a month, mistakes were made and customers were frustrated with the added time.

TimeHighway.com integrates with the dealership’s ADP system and automates the entire appointment setting process, reducing the time the customer needs to be on the phone by more than fifty percent. The system has also freed up service department personnel as it automatically sends appointment reminder emails to every service customer, those who scheduled on line or by phone, so service reminder phone calls are no longer necessary.

With TimeHighway.com each customer can access their service history online which shows dates, times and services performed. They also receive confirmation e-mails of their appointments; reminder e-mails to ensure they do not miss appointments; completion e-mails advising them the service on their vehicle is complete and a CSI email after the vehicle is picked up. Missed appointment e-mails are also sent, requesting they reschedule their appointment.

“The system is so much more convenient for our customers. If they call they are scheduled fast or they can do it online from the convenience of their home; even book a loaner car online. With the high volume of calls we receive, this system is a must. TimeHighway.com also revamps and improves the system on daily basis. Every



dealer should consider this software program,” commented Kuster.

Following many months of research, piloting and technical development, TimeHighway.com will unveil the latest version of its online service appointment scheduling solution at the 2006 NADA Show, February 11-14, in Orlando, Florida, at booth 1548.

About TimeHighway.com:

Long time veteran of the automotive industry, Karen Dillon, joined TimeHighway.com as President in November 2004 after helping to expand her previous company, LeaseLink into the largest provider of leasing data to the dealer and financial industry, with over 4,000 customers. Dillon and her partner sold the company to DealerTrack and she moved on to develop and expand TimeHighway.com.

In the past year, TimeHighway.com has concentrated on product and technology development and system scalability and has emerged as the premier, real-time, online service appointment scheduling tool for dealers.

TimeHighway.com replaces telephone-based scheduling with Internet technology that enhances the effectiveness and customer satisfaction of the dealership.

By scheduling appointments directly through the dealer website, customers make confirmed appointments instantly without call-backs.

TimeHighway.com puts the service department’s schedule on the dealership website, making it possible to schedule appointments 24 hours a day, 7 days a week, from anywhere. All appointments are scheduled on the website through TimeHighway.com - both by the dealership and customers. When customers access the dealer website, they select their services, choose from the available time slots and make their appointment.

It is simple, effective, and opens a whole new world for the dealership’s customer, creating an electronic “link” for communications never before possible.

For more information contact Karen Dillon at office: 239-593-4620 cell: 239-438-5359, visit the website at [www.timehighway.com](http://www.timehighway.com) or drop by booth 1548 at the 2006 NADA Show, February 11-14 in Orlando, Florida.

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