Coggin Automotive Group Employes CallCommand's CallStream to Help Employees Weather Devastating Hurricane Season: Potent New tool Provides Peace of Mind to Dealerships & Employees

One of the most devastating effects of a major community disaster, such as hurricane Frances, is downed phone and power lines that throw out communication, causing mass panic and confusion. To help solve this problem, Coggin Automotive Group signed on with CallCommandÂ, a leading provider of web-based communication solutions, to utilize its powerful web-based calling system, CallStreamÂ , 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.

Jacksonville, FL ([PRWEB](#)) November 16, 2004 -- Coggin Automotive Group, a group of 18 automotive dealerships throughout Florida and the largest subsidiary of Asbury Automotive Group, signed up for CallStream to help its dealerships and employees manage employee communications during one of the worst hurricane seasons in years, Âas you can imagine hurricane Frances had us all pretty worried. The CallStream Program was exactly what we needed to stay in touch with our 1500 plus employees."

"The utilization by our General Managers was fantastic and the comments we received from our staff have been overwhelming. The employees really appreciated the fact that we were so organized and kept them so well informed,Â commented Jerry Daniels, Coggin Automotive Group Executive Vice President, ÂyouÂll be glad to hear that we were able to get all of our stores up and running in a matter of days,Â Daniels added.

CallStream enlists CallCommand's newly developed technology that allows the simultaneous broadcast of a voicemail message to hundreds of even thousands of individuals within a matter of minutes.

The process is simple and calls are executed with advanced telephony that does not tie up resources such as phone lines and personnel. The system has been developed to allow users to record a message and fire it off to a targeted contact list for immediate or future delivery, all with a simple phone call. In this way, a user can fire off a message from his office, or from any location, just so long as they have a phone; be it a land line or a cell phone. The system is accessible 24-hours a day.

In the case of the Coggin Automotive Group, where it was a strong possibility that power and phone lines would fail, CallCommand set up a toll-free hotline where employees could retrieve messages. Before the storm hit, Coggin sent the following message out to all employees to ensure they were well prepared:

ÂThis is (General Manager) from (Dealership). The Coggin Automotive Group has enlisted the services of CallCommandÂ and their CallStream program to help us keep you informed during this time of threatening disaster. Throughout the course of the storm, please expect to receive voice communications regarding important company updates in this way. In the event that your personal phone service is interrupted, you will be able to retrieve messages through a toll-free hotline. That hotline number is XXX. You may be prompted to enter a pass code in order to access your messages. The pass code for (Dealership) is (xxxx).

ÂIt is our sincere hope that you and your families stay safe during the upcoming days. If you have any questions, please contact (Name) at (Phone Number).Â

Subsequent messages informed employees of when stores would be open, requests for assistance in cleaning up stores, how to get help if needed and emergency procedures. In this way, not only were all employees kept well informed, but also gained peace of mind, knowing that the company cared for their safety and well being.

Â In times of extreme stress and confusion, employees and constituents alike often appreciate Â hearingÂ from the boss. Voice provides a more personal touch; a real connection between caller and recipient,Â commented Al Babbington, CallCommand CEO.

Â With the implementation of CallStream, employers can send communications instantly to the entire company, or segmented departments or individuals. Imagine the power of a message that comes from the boss, in his or her voice. Think of the impact it would have on an employee!Â Babbington added.

About CallCommandÂ:
Call CommandÂ 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.

CallStreamÂ, CallCommandÂs 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.

CallScanÂ, 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 CallCommandÂs 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-T0COMMAND, email: lwhitson@callcommand.com, or visit CallCommandÂs web site at www.callcommand.com.

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Contact Information
Sara Callahan
CARTER-WEST PUBLIC RELATIONS
http://WWW.CALLCOMMAND.COM
949-493-0244

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