Nissan of Garden Grove Employs CallStreamÂ to Liven up Customer Promotion, CSI Rockets to Highest Ever 99.2%

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([PRWEB](#)) March 22, 2005 -- Nissan of Garden Grove, part of the Noarus Auto Group; consisting of five dealers throughout Los Angeles and Orange Counties, has long been known as a source of local community support; it recently jumped in and helped save the Strawberry Festival, a key community event for over four decades. However, despite a strong position in the local market, the dealership was at a loss to find a way to breathe new life into its marketing campaigns and liven up customer response.

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ÂWe first used CallStream to fire out 8,000 calls to inform people about a community event at the dealership. The results were so instantaneous I didnÂt even have a chance to brief my sales managers Â a couple of hours later the phones were literally ringing off the hook. It was a fantastic, immediate response. I really like the fact that it doesnÂt tie up the dealership phone lines or resources Â the calls all go through CallCommand and keep our lines free for servicing our customers,Â commented Sam Klein, General Manager for Nissan of Garden Grove.

According to Klein, CallStream has definitely helped achieve the goal of livening up the dealershipÂs direct mail. While the dealership still uses direct mail, especially for service, it augments its mailers with an automatic call from CallStream, to alert the customer to keep an eye out for the direct mail piece. ÂOur service department is a lot busier since we started using CallStream to back up the message of our direct mail. ItÂs also a great way to get out a message to customers instantly for any recall campaigns. CallStream is a great tool as customers who are not necessarily affected by the recall call us to check in and it creates a live interaction with a customer that would not otherwise have occurred.Â

Before using CallStream, the dealership relied on its employees to make all customer calls for sales, service and

any customer service issues. However, according to Klein, 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. Following the success of the community event, the dealership 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 birthday calls to parts department calls to service reminders and missed appointment rescheduling reminders.

As a result, for the past three months the dealership has seen itÂs highest ever CSI; 99.2%. There have not only been CSI improvements, but an increase in employee satisfaction as well, Âemployee satisfaction is easily as important as CSI as happy employees lead to happy customers. Our employees think this tool is great,Â commented Klein. ÂThe employees now have a more positive attitude as they donÂt have to make those dreaded cold calls and they are freed up to be more productive and better service their customers,Â Klein 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 comunication costs while simultaneously improving customer responsivness. 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: 1-877-862-6662 email: lwhitson@callcommand.com, visit CallCommandÂs web site at www.callcommand.com, log onto any search engine (i.e.: Yahoo, Google, MSN) and type the word ÂCallCommand."

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