

# Communications Solutions for Auto Dealers

Looking for new ways to help your dealership lower costs and deliver the service that makes you stand out in today's marketplace?

Avaya has the answer: the Avaya IP Office communications system. It's designed with the communications capabilities you need to help sell more cars and deliver the personal service that builds customer loyalty. And by streamlining communications, it lowers your overhead.



## Connecting your dealership

From the showroom to the service bay—and everywhere in between—the right communications solution is the key to connecting your sales and service reps to customers and to each other:

- Eliminating the missed calls that result in missed opportunities
- Delivering the personal service that drives customer loyalty
- Keeping your overhead low by using the built-in intelligence in your communications system to route calls and handle routine requests

Avaya is ready to meet the needs of today's auto dealers with the Avaya IP Office communications system.

In a single, compact solution, Avaya IP Office provides an unprecedented set of leading-edge communications capabilities specifically designed to help today's auto dealers work better and serve customers more effectively.

If you are ready to use communications to drive your growth in today's rapidly changing auto dealer marketplace, rely on Avaya IP Office to give you the tools you need to succeed.

Learn More About Avaya IP Office:

- ▶ Watch a Demo
- ▶ Calculate Your ROI in 5 Minutes
- ▶ See Customer Stories

Go to [avaya.com/small](http://avaya.com/small)

# IP Office: Enhanced Service, Lower Costs



IP Office integrates sophisticated call handling capabilities directly into your communications system to serve customers better, lower costs and enhance the productivity of everyone in your dealership:

**Personal service:** All customers want to be remembered—IP Office makes it easy. When a call comes in, IP Office automatically retrieves information so your people know everything needed to greet the caller (i.e. their latest purchase transaction, service visit) and provide the personalized service that keeps customers coming back. You can also program your automated attendants to recognize major ongoing clients, greet them with a personal message and route their call directly to the most appropriate person or team.

**One number reachability:** Your sales reps are all over—out on the lot, taking test drives, in the showroom. IP Office makes it easy for them to stay in touch—and for your dealership to project a professional image. Your sales agents give out one number—but IP Office automatically routes incoming calls

from their desk phone to their mobile or, if appropriate, their home phone. There's no longer any need to give out personal numbers. And IP Office doesn't just deliver the call—it also delivers all of the capabilities your employees need to manage the call—hold, transfer, conference, speed dial and co-worker availability. And when they make any outgoing calls using the system, the only number that appears to the other party is your dealership's number.

**Self-service communications:** For many customer interactions, simple is best—give your customers everything they need through automated, self-service options: access information, get directions, check service status, and more. IP Office also simplifies internal communications: set up distribution lists—for sales agents, service technicians, parts department, etc.—and automatically route voice mail messages on a regular basis. Let everyone know of new promotions, price reductions, service offers and finance options.

**Keep customer service standards high:** IP Office gives you the tools to manage your customer service and keep standards high. Receive alerts immediately when service thresholds you've set have been exceeded. Get reports of all calls in progress and compare with historical reports. If there's a sudden surge in calls, IP Office lets agents quickly log into a group to help out. Take advantage of IP Office built-in call recording—it's a great way to keep tabs on your customer interactions. Set it up in advance (establish a set frequency) or record on demand with the push of a button.

**Simple, low-cost administration:** IP Office takes the hassle out of reconfiguring your communications system to keep up with staff changes or to add or relocate phones and other devices. If a member of the faculty or staff leaves, or you want to set up communications on another device or in another location (including a home office), just plug in and power on—IP Office automatically reads the IP address of the device.

**Connect multiple dealerships:** If you have multiple locations, IP Office simplifies communications and helps you save money. Set up one dial plan for all your locations—calling any phone in the system is as simple as dialling an extension. IP Office eliminates site-to-site calling charges and makes it possible to share resources, such as messaging, receptionists, the office directory and much more. You can also easily manage all systems from a single Windows-based interface (no travel costs).

# Flexible Options for Your Dealership

## Essential Edition



*“I just need basic communications.”*

Help keep your costs down and get all the essential call handling capabilities—IP Office Essential Edition is the perfect communications starter kit for your dealership.

**What's Included:** All the “must haves” your dealership needs (call routing, Caller ID, hold/conference/transfer, voice mail) plus a great selection of Avaya phones.

When you are ready, move up to the Preferred Edition.

## Preferred Edition



*“I want to make my people more responsive and professional.”*

Get the communications capabilities that will give your dealership a competitive edge...as well as the built-in capacity you need to keep growing.

**What's Included:** Ten times more call handling and voice messaging capacity than Essential Edition plus automated service prompts (wait time, promotions, etc.) as well as call recording for keeping tabs on how well customers are being handled on the phone.

## Advanced Edition



*“Give me the tools to serve customers more effectively.”*

For dealerships that take customer service seriously and want to be the best. You get everything in the Preferred Edition plus powerful tools for managing your customer sales/service center.

**What's Included:** Automated self-service options—for providing directions, car/order status and more. Automated service alerts that let you know when service thresholds (i.e., wait times, calls on hold) have been exceeded. Advanced call recording options you can use to identify problems and quickly address them.

## ACCOMMODATES YOUR CHOICE OF DEVICES

IP Office has the ability to work with IP, digital, analog, SIP or wireless technologies. Use the devices you want, wherever you need them.



# Productivity Solutions For All Your Employees

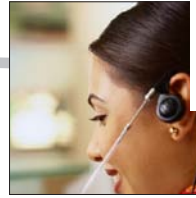
## ▶ POWER USER

Give your dealership's executives and managers—anyone using a laptop—the communications tools to maximize their accessibility and close deals.



## ▶ RECEPTIONIST

Equip your dealership's front desk personnel with easy point-and-click call controls that streamline call handling.

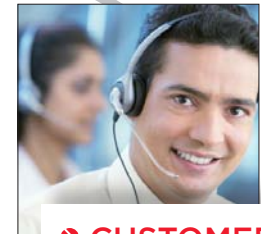


## ▶ MOBILE WORKER

Keep your sales people always in touch—on the sales floor, on the lot or taking a test drive.



## IP Office User Productivity Solutions— Power to Your People



## ▶ CUSTOMER SERVICE AGENT

Equip your dealership's call center with the tools to provide prompt, accurate, personal service.

## ▶ OFFICE WORKER

Give anyone using a PC a complete set of tools to help them work smarter and communicate more easily.



## ▶ TELEWORKER

Make any home office a remote extension of your dealership.

## ▶ CUSTOMER SERVICE SUPERVISOR

Get the reports to judge your dealership's marketing campaigns and how well sales and service calls are being handled.

## About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit [www.avaya.com](http://www.avaya.com).

# AVAYA

The Power of We™