



“Automated tools for the automotive mind.”

INSTANT RESPONSE- AUTOMATIC MESSAGING

PURPOSE

AutomaticMessage was designed to enhance the effectiveness of voice communications for the automotive dealer’s prospects / customers. 1Micro knows that your voice is the most effective and productive means of communicating with your prospects / customers.

Dealerships typically have a BDC or CRM program that prompts them to place calls to their prospects / customers. Typically, this is the least appealing aspect of the salesperson’s job. Subsequently, if they don’t want to do it, it usually doesn’t get done; and if it does, it doesn’t usually produce good results.

This call center approach to voice communications is labor intensive and virtually ineffective in producing results other than the illusion that the dealer is organized. It is simply impossible to call all of your prospects / customers for all the situations in your dealership. Not anymore, with AutomaticMessage your message gets delivered, automatically!

The AutomaticMessage platform was created to provide a non-confrontational approach to delivering voice communications. Similar to email, voicemail allows the customer to react on their timeline - not yours. Imagine a personal phone call to each of your prospects / customers. This approach produces measurable results. AutomaticMessage delivers over 88% of its calls to its intended prospects / customers. The end result is a communications product that will help your organization drive revenue, while simultaneously helping to increase customer loyalty and retention

Just think of the personal touch you can add to your selling style. You are now able to follow-up with everyone on every topic. AutomaticMessage has an in depth library of campaigns that get sent automatically!

SAMPLE APPLICATIONS

Daily Follow-up
Non-active Customer Data Mining
Appointment Reminders
Event Notifications and Invitations
Safety and Recall Notifications
Customer Satisfaction Follow-up



***“88% of calls
are delivered
without
hang-up!”***

FEATURES

Broadcast Message Manager

- Deliver pre-recorded messages
- Automate your marketing efforts
- Immediately connect to live attendants
- Easy online scheduling and setup
- Keep records of sent messages and campaigns
- Custom Marketing Technician for each account
- Complex automated data mining system
- Trend spotting algorithms designed to find opportunity pockets

BENEFITS

Quick

- AutomaticMessage is easy to set up, implement and produce reports.
- Setup and rollout within seven business days.
- No hassle implementation - No special software or hardware needed. All systems are based and accessible from an internet-ready computer.
- Reports are “Real-Time” compiled.

Simple

- Our products are designed with the K-I-S-S theory in mind. Since car people are good at selling cars and eating lunch, it had better be simple

2 Minute Learning Curve

- User friendly screens, allow for easy navigation, understanding of reports, data mining, help desk and more. Requires only minutes per week to maintain results

Effective

- Reach all of your customers quickly with a consistent professional message and receive immediate, measurable feedback for a quick snapshot of your business.
- Allows for InstantResponse action on key customer issues.
- Excellent management tool.

THE BOTTOM LINE

1Micro empowers you to communicate, compete and collaborate, further and faster.