

Build More Sales With a Better Lead Managing Process

DEALERSHIP AREA

- Showroom
- Service Department

ISSUES

- Managing inbound leads
- Increasing productivity

You work very hard to build leads for your dealership but what happens once you get them? It is critical to have a strong lead management process in place in order to get the most from sales opportunities. BuzzTrak can help you get the value from your leads with a superior solution regardless of the source. BuzzTrak simplifies the process of follow up on your leads:

- Easy to manage screens for all lead sources including Internet, BDC, and Showroom
- Simple to use PC-based tools
- Customized Tools exclusively for sales consultants

Combined with ADP's Front-end offerings including state-of-the-art Digital Marketing and Customer Relationship Management tools, BuzzTrak offers the most robust solution for finding and keeping dealership customers.

Simplified Lead Management

- At-a-Glance Lead Board
- Historical Lead view
- Automated Lead Routing
- On Demand Reporting

Organized Appointment Management

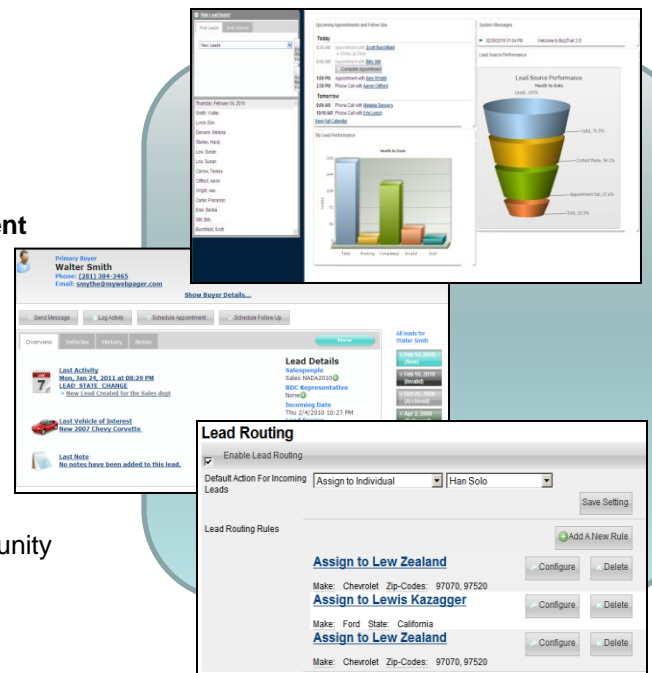
- Calendar/Task/Notes View
- Appointment Alerts

Easy Follow Up Actions

- Single or Bulk Emails
- Email Templates
- Text Messaging

Key Interfaces

- FaceBook, Twitter, Dealer Community
- ADP Phone System/CTI Desktop
- Business Online Modules
- Vehicle Inventory Look up



BuzzTrak also delivers the most user friendly CRM experience in the market today:

- 100% Web Based
- No Hardware or Programs to install
- Typical Dealership setup in 24 to 48 hours
- Low Monthly Cost
- Simple, easy to use interface
- Leads managed via select Handheld Wireless devices

Lead Management Certification

BuzzTrak is certified for most of the major manufacturers including the following:

Honda	Acura	Nissan	Infiniti
Mazda	Audi	Lincoln	Mercury
Volvo	Chevrolet	Cadillac	Pontiac
Saab	Mercedes Benz		

To learn how BuzzTrak can make improve the results from your leads please call us at 888.424.6342 or visit us at adpdealerservices.com.