

In recent years, the automotive industry and dealerships have had to face a challenging economy. Efficiency, cost-reduction and excellent customer service have become the primary focuses to ensure profitability and customer retention. With the increase in competition, more savvy and informed buyers, and the increase in costs for marketing, your margins are quickly shrinking.

Even with the growth in email, text, and instant chat, the efficiency and personalization of a phone call between a prospective car buyer and a sales person is hard to replace. These short verbal interactions play a key role in the early buying process.

Additionally, the sales process does not stop after the contract is signed and the keys are handed over. With the advent of social media and the power of user reviews, the ongoing relationship between customers and dealerships continues well beyond the initial sale. Customers will contact dealerships for a myriad of reasons: purchase contracts, financing, warranty details, parts availability and pricing, service scheduling, etc. **An emphasis must be placed on liability management, regulatory compliance and, most importantly, customer service.** This increased attention to customer service and interactions between current customers and new prospects will aid in customer loyalty and referrals.

A **Versadial Call Recording Solution** allows sales managers to review initial calls between sales people and prospective buyers, providing a key insight to any potential hiccups in the purchasing process. A recorder also helps automotive dealerships avoid and mitigate any potential disputes with customers and other parties, while optimizing customer service levels and quality.

Our customers and dealerships like you use the Versadial Call Recording System to record customer interactions for a variety of reasons.

Improved Customer Satisfaction

- Monitor all incoming and outgoing calls between service departments, finance, and the sales floor to ensure your customers are being met with the standards and best business practices you expect from your employees

Mitigating and Resolving Disputes

- Search, playback, export and email capabilities will enable you to resolve matters quickly

Employee Training & Quality Assurance

- Improve Lead to Sale conversion by monitoring your sales people on the phone
- Utilize the Quality Control and Training Module to score and provide feedback on call practices

Reporting

- Run reports that allow you to track performance and productivity for on-going training
- Monitor the call volume and traffic for specific marketing campaigns
- Adjust staff accordingly when call traffic volume is high to eliminate any wait times for customers and prospective buyers

Enhanced Security

- Multi-tiered custom permissions, checksum, encryption

Compliance and Regulation

- Comply with internal processes and third party regulations

Versadial Call Recording Solutions are purpose-built to record any telephone system and fit any budget. Contact us

Auto Dealerships spend an average of \$620 per sale. Improving and monitoring the sales process is key to maximizing your marketing dollars.

