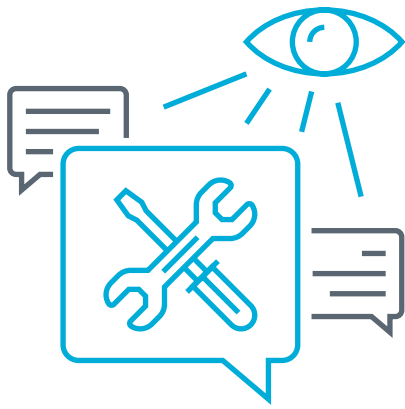


TEXT YOUR WAY TO SALES

Text messages are now the preferred method of communication for many people, and your customers are no different. In fact, according to cloud communications company Twilio, 9 out of 10 consumers are interested in communicating with businesses via text message.

The dealerships that incorporate texting into their CRM processes are the ones that win. Take it from these dealers, who use Connect Texting in Connect CRM to send photos, videos and info to their customers.



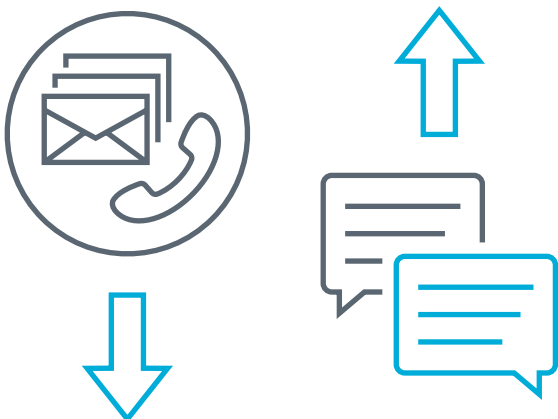
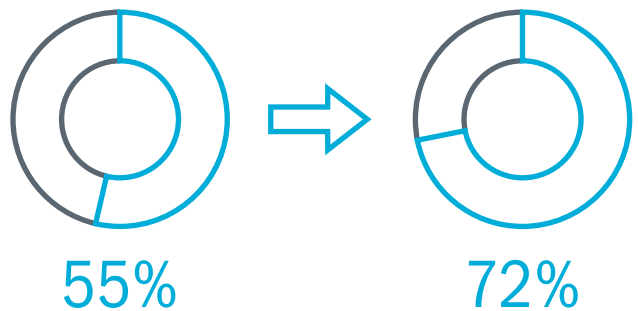
“Connect Texting through Connect CRM is better for customer relationships because everybody in the dealership sees all the customer communication. Should a customer show up in the service drive, the team can see what was being talked about in the sales showroom or with the BDC team.”

Dave Greenly,
E-commerce Director at Dorschel Automotive Group



“With no change in process or protocol other than adding a text 24 hours before an appointment and two hours before an appointment, sent in a personal manner using Connect Texting, our show ratio moved from 55% to over 72%. This was consistent in the four stores where I implemented this function. Any dealer not using the new Connect Texting MMS platform with the auto text capability is just not paying attention to current consumer trends.”

Don Erwin,
Senior PR Manager, Mtn View Ford Lincoln



“We conducted an internal consumer study to see how people prefer to communicate and, hands down, the response was they wanted to communicate via text. So, with that in mind, we bolstered our Connect

Texting in Connect CRM to include MMS, the ability to send videos and photos. We then rebuilt our processes. We cut our phone calls by 55% and replaced those with texting, and we included automated texts rather than automated emails. And as a result, our contact rate has skyrocketed.”

Kevin Frye,
Marketing Director at Jeff Wyler Automotive Family