



Switchvox[®] for Auto Dealerships

*Changing the way your
dealership communicates*

Switchvox® for Automobile Dealerships

Changing the way your dealership communicates



Automobile buyers have access to a mountain of information on features, safety records, vehicle history data and pricing.

Creating Top-Level Customer Experiences through UC

The way the auto industry markets, sells, and services cars has evolved over the past decade. From economic fluctuations in the market conditions to changes in the actual car buying process, the result of these changes is a customer base that is highly informed, savvy, and filled with great expectations when it comes to customer service. For a local

Growing Sales with Unified Communications

auto dealership to remain competitive, it means finding new ways to differentiate the business from others in both the local and online marketplaces. Becoming the go-to place to buy a car is increasingly dependent upon the ability to use business communications technology to provide consistent, customer-focused experiences from the sales lot and the showroom to the finance office and service department.

Market differentiation starts with the development of internal systems and processes that create top-level, customer-centric experiences in every phase of the buying process and the post-sales process. "Consumers expect an experience that's information rich, engaging, connected, and as seamless as possible; an experience, in short, that matches other compelling retail experiences — whether it's in the Apple store or online at Amazon," explains Ron Lamb, president of analyst firm Reynolds and Reynolds explains in *Automotive Retailing in the New Normal*.

No tool or piece of technology can be more impactful to providing these customer-centric processes, and ultimately the success of your dealership, than a modern Unified Communication (UC) system.

Digium's award-winning Switchvox UC system has been providing robust and easy-to-use features to auto dealerships for years.

It's available at a cost that fits within most budgets and can be implemented even with limited or no in-house IT staff. Switchvox goes a long way in providing solutions for an auto dealership's most common challenges, including:

- » Increasing sales volume
- » Speeding up inventory turns
- » Raising CSI scores
- » Reducing buying process time
- » Controlling costs

Features, such as mobile apps, presence, call recording, reporting and more can give each key member of your dealership a major advantage over your rivals. Let's take a closer look at how Switchvox can help each of the key players within your dealership — including, the general manager, sales team, service team, the receptionist, and the IT staff, change the way your dealership communicates.

Switchvox for the General Manager

The general manager (GM) of an auto dealership is focused on the big picture: how to maximize sales in the dealership while keeping costs as low as possible. The GM must balance the need to turn as much inventory as possible, as quickly as possible, while maintaining a cost structure that delivers the profit margins necessary to grow the business. Switchvox provides many benefits that can help a GM make quality and informed decisions. For example, Switchvox:

- » **is widely considered the best value in UC** and can provide a dealership with up to 70% savings on monthly telephony costs. With its "all features included" pricing model, a GM never has to worry about complex licensing models and hidden feature costs, now, or with additional expenses down the road, should an employee need to add a feature.





The general manager must balance the need to turn as much inventory as possible as quickly possible, while maintaining a cost structure that delivers the profit margins necessary to grow the business.

- » **lets users know exactly which customer is calling** and have an idea of the reason for the call with Digium's Extend API. This feature allows Switchvox to be easily integrated into the dealership's customer management system. Using the Extend API, users can create "pop-up" messages for incoming calls that display important customer details and notes.
- » **includes powerful mobility features** so that a GM is untethered from their desk. This allows a user to transfer calls from a desk phone to a mobile phone seamlessly and easily. If the GM takes the call at his desk, he can quickly move to solve a problem at the opposite end of the dealership by transferring the call to his mobile with a couple button pushes.
- » **includes softphone app for iOS and Android that allows GMs to stay connected and in control** regardless of their location. Whether they are away from their desk at another location in the dealership, on the road, or working from home, the Switchvox Softphone app keeps them connected to the dealership at all times and all locations.
- » **increases visibility into locations with the Switchboard**, making it easier to manage multiple locations. With Switchvox, all locations can be peered together to provide seamless communications for all locations with one phone system. This allows employees to click-to-dial, instant message, and transfer calls to anyone at any locations. For example, a GM can see who is in the building, who is on the phone, and the status of the Service Center call volume for every location!
- » **immediately reduces the cost of supporting multiple locations.** Switchvox allows dealerships to bring the communications of all dealerships into one location. This allows all incoming call traffic to be handled by one receptionist, instead of paying unnecessary salaries to several receptionists. In addition, because managers have increased visibility, multiple locations can be managed with fewer managers.

- » **enables a GM to use the peering functionality** and drastically reduce monthly telephony costs of multiple dealerships. Now a dealership can run the telephone lines, whether it's T1, PRI, or cost-saving SIP trunks, to one location and manage everything from there. This eliminates the need for separate and expensive physical lines to each dealership.
- » **provides robust reporting for all facets of the business.** GMs can schedule reports to be automatically emailed to them to track marketing campaigns, track the productivity of the sales team, and the efficiency of the service department, and have that email delivered at the exact time that's convenient for them.
- » **uses call queues**, which allow a GM to control the call flow of the dealerships. Queues allow for calls to be delivered to the correct staff member with little or no employee interaction.
- » **enables a GM to hold dealership-wide conference calls** with Switchvox Meet Me audio conferencing.
- » provides added protection with the ability to **maintain voice records of every call** for both impromptu and scheduled call recordings. Switchvox for the Sales Team



Mobility allows calls from a desk phone to transfer to a mobile phone seamlessly and easily.

Switchvox for the Sales Team

Today's modern business phone systems can give salespeople and sales managers the competitive edge they need to win business and Switchvox is leading the way for dealerships. Switchvox provides a dealership's sales manager and entire sales team with features and tools that can help keep customers on the lot and in the finance office.

Sales Team

- » **Android and iOS softphone app** from Switchvox makes it easy for members of the sales team to handle every facet of their job, regardless of where they are located in the dealership. With mobility functions enabled, a salesperson is always connected to customers and support staff.

Switchvox allows communications from multiple dealerships to flow into one location.

All incoming traffic can to be handled by one receptionist team instead of several receptionists.

Increased visibility into locations requires fewer managers.



Salespeople can handle every facet of their job from anywhere in the dealership while staying connected to customers and support staff.

- » When using the **Switchvox Softphone app**, the caller ID that customers see is **always the phone number of the dealership**. Not only does this keep a salesperson's personal contact information private, but it also allows the brand of the dealership to be persistent in all customer communications.
- » Robust **mobility features** gives members of the sales team the flexibility to choose what device to use at any given time. For example, if a salesperson takes a call while on the lot, they can walk to their desk and transfer the call to the Digium IP phone while they use their computer.

Sales Managers

- » Switchvox provides sales managers access to **robust reporting tools** that provide valuable productivity metrics. Track incoming, outgoing, completed and abandoned calls. Sales managers also get insight into the value of a dealership's marketing programs (such as Google AdWords) thanks to detailed reports on inbound phone numbers. Managers can run these reports on the fly or schedule them to be delivered to their email.
- » Switchvox provides several **easy-to-use, but powerful training tools**. Sales managers can listen in on calls, talk to their employees without the customer hearing, or help troublesome calls by "barging in".
- » Managers also have the ability to **record their employee's calls** so they can ensure that they are performing over the phone as trained.
- » With Switchvox, **sales managers have full control of the messages that callers hear** while on hold. Advertisements or promotional messages can be played as needed and changed out easily.

Switchvox for the Service Team

It's no secret that the service center is the backbone of any dealership. Though the dealership earns significant revenue from its sales team, it earns its reputation (and revenue) from its service department. Service centers have the difficult task of providing services that people are not always excited to pay for, so it takes extra customer care to be successful.

Considering only 23% of consumers are considered "loyal service customers," service centers face a monumental challenge.

- » **Mobility** unchains service advisors from their desk by allowing them to seamlessly transfer calls from their desk phone to their mobile and vice versa. If they need to check on the progress of a car for a customer on the phone, they can get up and talk to the technician without ever losing contact with the customer
- » **Advanced call routing** and queues allows for your service center calls to be delivered to the proper advisor with little or no human involvement.
- » **IVRs help automate and route calls.** Plus, Switchvox makes it easy to set up integration with a dealership's CRM. That means customers can simply enter a ticket number and then get a status update from the system.
- » **Advanced call routing** and queues allows for your service center calls to be delivered to the proper advisor with little or no human involvement.
- » **IVRs help automate and route calls.** Plus, Switchvox makes it easy to set up integration with a dealership's CRM. That means customers can simply enter a ticket number and then get a status update from the system.
- » **Reporting tools provide insight into valuable metrics** to help validate the productivity and efficiency of the service team. Have these metrics delivered on the fly or automatically emailed weekly, daily, or even hourly



A dealership earns its reputation from the service department. Switchvox gives your service center the tools it needs to earn and keep customers for life.



- » **Switchboard**, the easy-to-use, web-based dashboard, shows real-time statistics for the service center's call volume. Supervisors or GMs can immediately see if the service team needs more help answering customer service calls.
- » **Call recording** provides additional protection for the dealership, allowing the service center to have calls recorded.

Switchvox for the Receptionist

A receptionist is often the first person with whom customers interact when they come to an automobile dealership. Giving the receptionist the communication tools necessary to take care of customers quickly and efficiently can mean the difference between a won or lost sale. Take a look at how Switchvox can help the receptionist create top-level customer experiences:

- » The Switchboard allows the receptionist to have a call control interface on their desktop. This web-based call dashboard increases worker efficiency by allowing the receptionist to click-to-dial, drag-and-drop a transfer, and instant message anyone, regardless of location.
- » Switchvox can easily integrate into the auto dealership's CRM to display valuable customer information before the call is answered. With this integration, the receptionist will be armed with information that can help solve customers' problems quicker than ever before.
- » Switchvox provides each user with personalized call rules. This gives a receptionist the flexibility to set which of their phones ring, in what order, and at what time of day. They can set up calls to automatically ring to their desk during work hours, to their mobile phone after hours, or to go straight to voicemail when needed.
- » With Switchvox, every user has access to instant messaging (IM). IM allows a receptionist to quickly communicate with sales or service staff as well as managers, without the need to call.

- » Switchvox integrates with most paging systems allowing a dealership to take advantage of existing equipment and giving the receptionist another method of connecting.
- » Switchvox easily integrates with Microsoft Outlook to allow receptionists to dial customers directly from their contact list or from an email. They can change their presence, see their last calls and voicemails, and much more, all from the Outlook interface.
- » Switchvox gives receptionists the ability to record important calls on the fly. If a call begins to escalate, is difficult to understand, or needs to be documented for future use, the receptionist can record that call with a simple mouse click.

Switchvox for the Dealership's IT Staff

Managing a phone system for a dealership can be a daunting task, especially when dealing with older analog and key systems. These outdated or legacy phone systems have very complex and cumbersome interfaces that make day-to-day management a hassle — even on the best of days. Switchvox takes away all of that frustration with its extremely easy-to-use and intuitive administration portal. The admin interface is 100% web-based so that IT staff can manage the system from a computer that's connected to the network. Switchvox administrative feature highlights include:

- » an intuitive admin interface that's easy to use and requires zero scripting or coding. Its simple drop-down menus and fields to input information and easily accessed manuals make Switchvox GUI one of the simplest in the industry.
- » moves, adds, and changes to extensions and IVRs that are under the complete control of the admin and are very simple.
- » permissions-based functionality for all features which is included in the phone system purchase, so it is simple to create a permissions structure for other staff members. Don't want someone to be able to record calls? Just uncheck a box. Need to add a feature? It's simple! And don't worry about requesting funds from accounting for added functionality, because every feature is included with Switchvox.



Switchvox has an extremely easy-to-use and intuitive administration portal. A 100% web-based admin interface allows IT staff to manage the system from any computer connected to the network

- » transfer to mobile. Provide incredible support for the dealership's entire staff. When taking a support call from a staff member, simply hit a function on your desk phone to move the call to a mobile phone so you can be there before they can finish giving their request.
- » insight with detailed reports. Stay on top of any potential issues by running detailed reports on call volume and usage.
- » painless integration. Known for its interoperability with all types of equipment, you can easily integrate Switchvox into your existing network.

Need a slow rollout? Switchvox can integrate with older systems to ease the transition. System messaging and call routing are incredibly simple to create with the powerful IVR system of Switchvox.



Conclusion

UC is changing the way auto dealerships communicate and it's time for your dealership to take advantage of all the incredible benefits.

Switchvox has all the advanced UC features for every key member of your organization. Switchvox provides the affordability, ease of use, productivity and customer service features that are now a necessity for any auto dealership.

It's time to change the way your managers, sales team and service team communicate — in a way that only Switchvox can. **Take the next step and see Switchvox for yourself!**

Digium's Switchvox UC will help you easily transition from a basic phone system to a feature-rich UC solution.

Switchvox is the award-winning business phone system specifically developed for small- and mid-sized businesses, available

on-site or in the cloud! Switchvox makes it easy to integrate all of your office communications and immediately start saving time and money. Recognized as the "Best Value in UC for SMBs," Switchvox offers a single powerful set of UC features at a price your business can afford. All-inclusive pricing means there are no costly add-ons or unexpected expenses for business-critical features—including mobility! You get all the features of Switchvox with one low price!

Looking for a cloud-based solution?

Switchvox Cloud is a scalable, hosted PBX

solution with the same features as the on-site Switchvox UC system. It's competitively priced for companies that need access to UC features, but do not want to manage an on-site phone system.

Special pricing options are available for larger companies that want the flexibility and convenience of a hosted VoIP phone system.

Digium's Switchvox solution delivers UC features everywhere you need it: on-site, in the cloud, and with mobile. Test drive Switchvox UC, and get a free 30-day trial of Switchvox Cloud.

Digium®. We're changing the way businesses communicate.

Founded in 1999, Digium is the creator and primary developer of Asterisk, the industry's first open source telephony platform. More than one million customers in 170 countries have deployed Asterisk-based systems. Digium is committed to ending the days of expensive, proprietary telecom. The Switchvox family of Unified Communications solutions is built on Asterisk and is designed to provide enterprise class features at affordable prices for small and

medium businesses. The award-winning line of Switchvox IP PBX phone systems provides more than a phone system-it delivers a Unified Communications platform that integrates multiple features that increase productivity and lower monthly communication costs. It's the affordable solution with a proven return on investment for businesses with 5 to 1,000 users.

Learn more at digium.com/switchvox



**Call Digium Sales direct: (256) 428-6262
or Toll Free in North America: (877) 344-4861**