

product / solution: call capture & return

Voice Messaging

Text Messaging

Email Marketing

Targeted Mail – RPM

Call Capture & Return

Data Enhancement

Data Integration

Data Segmentation

Live Chat

Loyalty Programs

Online Scheduler

Personal Web Page (PURL)

Preference Manager

Web Return

Imagine if EVERY customer or prospect that called your dealership received a call back from you personally!

OneCommand's **Call Capture & Return** solution offers the ability to capture phone leads, increase ROI from advertising efforts, drive traffic and increase sales. Through the installation of nationwide toll-free numbers, this solution not only tracks the response for advertising campaigns, but also allows a business to gather key customer and prospect information – including name, address, phone number and other demographics. In addition, access to digital call recordings will assist in recapturing lost leads and offer a tool to aid in future training.

Analyzing the return on your ad dollars can be a challenge. Capitalizing on every phone-up can be even more difficult. Yet, gaining this insight, and being attentive to every caller, can produce incredible improvement in marketing effectiveness and a significant increase in customer satisfaction.

Call Capture & Return Allows You To:

- o Analyze call activity in order to identify your most profitable ad sources
- o Increase traffic while reducing your cost-per-lead
- o Capture phone numbers of each and every caller, including busy and no answer calls – allowing for increased contact with prospects and, consequently, increased sales
- o Collect names and addresses for follow-up promotions implemented through additional communication channels, such as voice, text or email
- o Review digital recordings to review your team's performance and assist with future training
- o Automate professional and consistent follow up to every phone inquiry