

AutoSoft

DEALERSHIP MANAGEMENT SYSTEM



Windows Taskbar: Traffic Cop, Prospect..., Inventory..., Followup..., Scan License, Dealership: ABCM10

Software Interface: traffic cop

Buttons: Refresh, Print

Event	Due Date	Scheduled For	Customer	Vehicle	Result	Result Date	Details
3Year Sold Letter	3/23/2011	Jeff Hamer	Mathew Johnson	2002 CHRYSLER SEBRING LX	Sold	3/27/2008 12:00:00 AM	Sch. for 1091
3Year Sold Letter	3/24/2011	Jeff Hamer	Charles Rodgers	2008 CADILLAC ESCALADE E	Sold	3/28/2008 12:00:00 AM	Sch. for 1091
3Year Sold Letter	3/24/2011	Dale Novotniak	Michael Galtner	2007 CHEVROLET EXPRESS G2	Sold	3/28/2008 12:00:00 AM	Sch. for 1091
Thank U4 Visit Letter	3/24/2011	Dale Novotniak	Big Llc	1993 BUICK LESABRE LI	Sold	3/24/2011 9:45:00 AM	Sch. for 0 das
Thank U4 Visit Letter	3/24/2011	Dale Novotniak	Mahe Gaikowski	2010 CHEVROLET AVEO LT	Still Working	3/24/2011 9:56:00 AM	Sch. for 0 das
Rep Followup 7thDay	3/24/2011	Dale Novotniak	George Mynick	2010 CHEVROLET K3500 CC	Still Working	3/17/2011 9:57:00 AM	Sch. for 7 das
Rep Followup	3/24/2011	Dale Novotniak	Aaron Andrus	2010 GMC YUKON DENA	Still Working	3/24/2011 9:53:00 AM	Sch. for 0 das
Thank U4 Visit Letter	3/24/2011	Dale Novotniak	Jim McLay	2011 GMC ACADIA K15	Still Working-Weblead	3/24/2011 9:53:00 AM	Sch. for 0 das
Rep Followup 7thDay	3/24/2011	Dale Novotniak	Heather Fennewald	2010 CHRYSLER SEBRING TO	Still Working-Weblead	3/24/2011 9:53:00 AM	Sch. for 0 das
Thank U4 Visit Call	3/24/2011	Jeff Hamer	Michael Oliver	2008 DODGE CALIBER SX	Still Working	3/23/2011 8:32:00 AM	Sch. for 1 das
Thank U4 Visit Letter	3/24/2011	Jeff Hamer	Lynn Allen	2010 CHEVROLET K3500 CC	Still Working	3/24/2011 9:44:00 AM	Sch. for 0 das
Rep Followup	3/24/2011	Jeff Hamer	Preston Gee	2010 CHEVROLET AVEO LS/LT	Still Working	3/23/2011 8:27:00 AM	Sch. for 0 das
Thank U4 Visit Call	3/24/2011	Jeff Hamer	Chris Varner	2010 GMC CANYON SLE	Still Working	3/24/2011 9:44:00 AM	Sch. for 0 das
Thank U4 Visit Letter	3/24/2011	Jeff Hamer	Larry Pittle	2008 PONTIAC GRAND PRIX	Still Working	3/24/2011 9:44:00 AM	Sch. for 0 das
3Year Sold Letter	3/24/2011	Jeff Hamer	Claron Clevenger	2010 BUICK LACROSSE C	Still Working	3/24/2011 9:44:00 AM	Sch. for 0 das
3Year Sold Letter	3/24/2011	Jeff Hamer	Summer Ferguson	2010 CHEVROLET K1500 EC	Still Working	3/24/2011 9:44:00 AM	Sch. for 0 das
3Year Sold Letter	3/24/2011	Jeff Hamer	Louise Garmon	2007 CHEVROLET IMPALA	Still Working	3/24/2011 2:11:00 PM	Sch. for 0 das
Mgr Followup	3/25/2011	Joe Stuckert	Harold Ebersole	2004 CHRYSLER PACIFICA	Sold	3/28/2008 12:00:00 AM	Sch. for 0 das
Mgr Followup	3/25/2011	Charlie Prophet	Jason Mitchell	2007 CHRYSLER PACIFICA T	Sold	3/28/2008 12:00:00 AM	Sch. for 1091
Mgr Followup	3/25/2011	Charlie Prophet	George Mnnick	2010 CHEVROLET K3500 CC	Sold	3/28/2008 12:00:00 AM	Sch. for 1091
Mgr Followup	3/25/2011	Charlie Prophet	Michael Oliver	2010 CHRYSLER SEBRING TO	Still Working	3/28/2008 12:00:00 AM	Sch. for 1091

Overdue: 2 Today: 19 Upcoming: 28

traffic cop
control opportunities profitably



Customer Relationship Management

“Traffic COP makes it simple to follow up with customers either before or after the sale. All the information is right in front of you and it reminds you what is important today and every day.”

Bob Gibbs, Tom Gibbs Chevy of Palm Coast, FL.

traffic cop

Desking Deals

Inside AutoSoft's customer relationship management program, you can effortlessly work the deal, print your own worksheets, buyers' orders and with one click send all the information to F&I.

Many desking tools slow you down with layers of complexity. Traffic COP makes the manager's job easier by having everything in one place. The program does the heavy lifting and allows you to work as many deals as you like onscreen.

Traffic COP gives you the ability to track every up that walks into your showroom, from the beginning of the process through the final closing with easy-to-print reports.

Mine Your Database

To drive more sales you have to dig in and mine for the gold. With other CRMs this can be hard to do, not so with Traffic COP's easy-to-use query functions. You can perform complicated queries by selecting criteria from the drop-down selections in the Sales and Service tabs.

Traffic COP makes it easy to follow up with sales and service customers leading to greater customer retention.

AutoMotor

With Traffic COP's exclusive AutoMotor feature, you can design a follow-up matrix to ensure consistent communication with your customers to keep them coming back for years to come.

Your employees will be reminded to carry out specific actions: make a call, print a letter, send an e-mail, send a birthday greeting and create follow-up actions for a specific date range. Ultimately, AutoMotor is a sophisticated reminder system designed to help your employees retain their customers.

Follow Up With Customers

Traffic COP makes it simple to follow up with customers before or after the sale. With Traffic COP, you can define employee access to program features. When the employee completes assigned follow-up tasks, Traffic COP records the information assuring you that your follow-up regimen is being fulfilled.

Skate Alert protects your employees' ups by blocking duplicate customer entry. Therefore, entering blocked customer information will require a manager's approval.

Customer Records

Traffic COP is tightly integrated with the AutoSoft DMS eliminating the need to rekey data. Inside Traffic COP you can access customer records: sales history, service appointments, service history, phone contacts, e-mail and mail correspondence history.

With complete knowledge of your customers' relationship with your dealership, your employees have the power to please and the ability to maximize the potential for future business. Traffic COP keeps your staff focused and accountable for completing follow-ups.

Telephony Integration*

Traffic COP allows you to leverage your existing customer data and integrate it with your phone system. Telephony gives you the ability to see if a salesperson made a phone call to a prospect or a past customer by color coding the customer's information.

A data service is located on your server to import phone records. These records contain detailed information about inbound and outbound calls: caller ID, time the call was made or received, call duration and the extension making or receiving the call. This CRM solution makes sure that no customers or prospects get left behind.

*Available for an additional monthly fee

1-800-473-4630

www.autosoft-asi.com