

INTER-TEL SOLUTIONS FOR AUTO DEALERSHIPS

As U.S. auto dealerships face the demands of today's competitive market place, they must increase their sales efforts in order to capture more market share. In order to accomplish this, building customer relationships through effective communication remains an essential attribute in growing a successful dealership.

Through the effective use of technology today's automobile dealerships can:

- ▶ Reduce overhead expenses created from the necessity of hiring additional employees
- ▶ Leverage the Internet to increase sales opportunities
- ▶ Track the value of advertising expenses
- ▶ Deliver exceptional service to their customers
- ▶ Reach more customers through advanced communications methods



"We chose to implement the Inter-Tel system because of its flexibility and versatility of use in combination with the SpectraLink Wireless Telephones, which provide better accessibility for our customers. We are able to seamlessly integrate five different buildings on 20 acres of property to reach our key people: sales, service and managers. These associates are immediately accessible to receive and return calls to both internal and external clientele. Another important factor was to cut down on overhead paging, which can be a distraction during the sales process."

—Donnie Geron, Administrative Manager, Sewell Lexus, Dallas, TX

"The most attractive component of the Inter-Tel system for us was the Auto Attendant. Prior to implementing this system, we had receptionists handling and transferring all of our calls. Now that we have the Inter-Tel system in place, their workload has dropped 80% and we can now utilize them for other projects at the dealership."

—Mark Henn, President/CEO, CU Auto, Sacramento, CA

With over three decades in the telecommunications industry, Inter-Tel understands what you need from a communications solution to help meet your dealership's needs. Whether you are looking for ways to improve customer satisfaction and reach more customers or reduce expenses and improve the overall efficiency of your organization, the communications solutions developed by Inter-Tel leverage the unique characteristics required by auto dealerships to better manage their business.



"The Inter-Tel system has been a great addition to our business. As an automobile dealership, we receive a high volume of calls, often times simultaneously. The fact that it provides multi-line use for our sales personnel and managers pays for itself. It is a very simple system to use and has decreased the workload for our switchboard attendants."

*—Harv Brownell, Operations and Fleet Manager,
Family Chevrolet, Cadillac and Oldsmobile, Shingle Springs, CA*



WHY INTER-TEL?

- ▶ **INVESTMENT PROTECTION:** Only one integrated communications system meets all the challenges you face in operating your auto dealership.
 - ▶ Add applications and upgrade system capabilities through software
 - ▶ Increase functionality, portability and application flexibility, while decreasing expenses
 - ▶ Focus on growing your dealership with the confidence that your Inter-Tel system can expand with you
- ▶ **IN THE OFFICE OR ON THE LOT:** Auto dealership personnel have the mobility they need when using Inter-Tel systems.
 - ▶ Call forwarding options allow phones to be forwarded to on or off premise phones and pagers
 - ▶ Intercom paging at system and station levels allows for flexibility and noise reduction
 - ▶ Wireless, cordless phone, and pager compatibility provides access throughout the auto dealership
- ▶ **MANAGEABILITY:** Inter-Tel makes administration easy.
 - ▶ Intuitive Windows-based GUI for simple adds, moves and changes
 - ▶ Simple call accounting solutions designed to make billing multiple locations a breeze
- ▶ **NETWORK BANDWIDTH:** Minimize your local and long distance monthly costs.
 - ▶ Establish Internet connectivity with direct dial numbers
 - ▶ Implement Frame Relay or Virtual Private Networking
 - ▶ Take advantage of Switched or Dedicated Services
- ▶ **FLEXIBLE FINANCING:** Inter-Tel offers unique financing opportunities to help budget your monthly operating costs.

"The Inter-Tel products offered many advantages over our prior telecommunications system. One of the biggest benefits is the voice mail system, which is an exceptional value to our employees. They are able to receive complete, concise messages directly from customers, so the issues can be addressed immediately. Additionally, the digital telephone displays provide tremendous ease of use by determining the type of incoming call. With Inter-Tel, the productivity of our operators has increased."

—Nancy Galloway, Receptionist, Woodhouse Ford and Chrysler, Blair, NE



COST EFFECTIVE MULTI-LOCATIONS

MULTI-LOCATION BENEFITS

- ▶ Decrease your monthly expenses by deploying a networked solution between multiple locations (i.e. showroom, service center, finance department, etc.)
- ▶ Access any location through a 5-digit extension
- ▶ Centralize your call processing to reduce duplicate general administrative costs

"The Inter-Tel system has networked our entire enterprise together so that calling another location is just an intercom call away—even to another state. Combining this network system capability with Inter-Tel NetSolutions long distance, together with data transmission and Internet access across the same network, has made the whole system cost effective, reliable and efficient. We have been an Inter-Tel repeat customer for over 15 years and continue to implement their systems in each of our new facilities. The team at Inter-Tel has been very responsive to our needs."


—Bob Jensen, President, Pioneer Centres, Denver, CO

ENHANCE CUSTOMER SERVICE

ADDED BENEFITS FROM TECHNOLOGY

- ▶ Add Talk-to-Agent so prospects can call your dealership from a click on your web page
- ▶ Implement caller ID to identify inbound callers
- ▶ Track distributed calls effectively through toll free numbers
- ▶ Implement smart prompt features to inform customers of hold time remaining
- ▶ Utilize music on hold to promote special offers and general dealership information





WHERE TO BUY?

Geographical borders do not limit your communications needs or Inter-Tel's customer support. With more than 500 direct sales offices and dealers in the U.S. and abroad, Inter-Tel is there for you around the world. Visit www.inter-tel.com to find an office near you.

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Your Connection to the Future

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Some features or applications mentioned may require a future release and are not available in the initial release. Future product features and applications are subject to availability and cost. Specifications are subject to change without notice. Some features may require additional hardware and/or specific software.

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