

MYDEALER BROADCAST

Offers quick response to that lead

"A dealership's biggest assets are its people and its greatest liabilities are its people," Kurt Baumberger, CEO of MyDealerBroadcast, told *AutoWorld*. "Getting people to institute a process and follow up on it consistently is almost impossible."

Bamberger was talking about the difficulty of getting dealership staff to respond promptly to email leads.

MyDealerBroadcast has a solution. "We get copied on all a dealership's Internet leads, whether they're from lead providers like AutoBytel, the manufacturer's site or the dealership's own web site. We process those leads and push out a message that connects that dealership sales person with the prospect and sends a video that introduces the customer to the dealership ..."

The response is instantaneous be-

cause MyDealer gets a copy of the lead as it goes out, he says.

The response goes something like this: "Thanks for your interest in the ... Why don't you come in for a test drive? I've attached some information about our dealership and our low-price guarantee as well as an information video to familiarize you with our dealership and the model ..."

When the customer downloads the information, a text message goes out to the sales department telling what's happened and giving the customer's email address and telephone number.

"What we've done is remove the human element to use technology to be even more personal."

Not converting enough leads? Baumberger says MyDealer can help you there, too.

The service tells you where the leads came from and what happened to them, whether the customer downloaded the information or not. If the customers don't download your message, maybe those leads aren't leads at all. It could be that your lead supplier isn't doing what it's paid to do. MyDealer will help you decide.

MyDealer publishes reports on how the dealership is doing compared to other stores.

"We can recommend different lead providers or different approaches to setting up appointments, he says, as well as a variety of best practices.

The charge is .99 a lead.

"We aren't successful if you're not successful, Baumberger says.

For further information, contact kurt@mydealerbroadcast.com or visit mydealerbroadcast.com.



Kurt Baumberger

WHO'S CALLING

MarketQUEST helps dealers move with the times, and the customer

With email and cell phones fast becoming a person's primary means of contact, it is crucial that auto dealerships' marketing campaigns move with the times, and the public.

"MarketQUEST, the new product from Who's Calling, offers dealerships the ability to provide prospects with up-to-date information that can drive repeat purchases, service after the sale and customer loyalty," says Who's Calling.

"MarketQUEST combines its industry-leading measurement and monitoring services with text messaging, email and voice solutions. MarketQUEST contains full-circle marketing tools to address a dealership's new customer acquisitions and maintain

communications with existing customers, delivering a complete dealer marketing solution."

The company says dealers can increase customer response rates and create competitive advantages through MarketQUEST. It does it by notifying its customer base about new and ongoing promotions.

Communications are sent automatically on a scheduled basis via email, voice and text message to existing and new customers, driving service-loyalty businesses and generating new vehicle sales.

Who's Calling V-P of sales CB Huchingson says "an ideal scenario would be: a customer is planning on getting their oil changed after work, then gets

a text message on their cell phone or PDA with a coupon. After work they go straight to the dealership and have their oil changed."

Before that, Huchingson says the customer probably would have left work, had the oil change and returned home to find a coupon in their mailbox and says to themselves, "a lot of good this does me now!"

He went on to say that the QUEST package also includes timely and regular "value meetings" with assigned account managers. During these meetings, scorecards, reports and trends are reviewed. Plans for new campaigns, review of industry activity and ROI performance are also covered.

MarketQUEST enables dealers to spend their advertising and marketing dollars more effectively and increase repeat and new business in both sales and service, the company says.

Founded in 1998, Who's Calling calls itself the industry leader when it comes to customer capture solutions.

"Using patented call measurement and monitoring technology, Who's Calling provides an innovative service that allows clients to capture vital intelligence about prospects and customers and how a business handles them ... and turns that intelligence into profit.

For more information visit who'scalling.com or call 1-888-202-3955.

HYUNDAI MOTORS

Has no plan to cut production at U.S. factory

SEOUL, South Korea — Hyundai Motor Co. says it's satisfied with sales levels in the United States and has no plans to cut production at its factory there, a top executive said.

U.S. sales results for March were good, "Hyundai vice-chairman Kim Dong-jin was quoted April 7 by the carmaker as saying. "The situation is

very favourable and encouraging."

He denied there was any plan to lower output.

Hyundai, which is expanding aggressively overseas, began production at its U.S. plant in Montgomery, Ala., in May 2005, starting with the Sonata sedan. About a year later it added the Santa Fe SUV.

In March, the automaker sold 42,796 vehicles in the U.S., the world's largest auto market, up two percent from the same month last year. Best-sellers included the Sonata, Accent and Elantra.

Hyundai also exports vehicles to the U.S. from factories in South Korea.

Kim said that despite higher costs

for raw materials, Hyundai has no plans to raise vehicle prices.

He said that raw material costs have increased by about U.S.\$513 per vehicle.

"We're very anguished," he said, when asked how Hyundai planned to fill that gap. He said price increases were not in the cards.