



# TeleVantage for Auto Dealers

*Open Systems IP-PBX*

Customers form impressions quickly, often on the basis of a single phone call. From the initial inquiry through the final delivery, the telephone is your dealership's lifeline — the critical connection where business can be won or lost. To be successful, a dealership needs to be sure of those connections and deliver the quality of service that will set it apart from the competition.

TeleVantage® has a proven track record of helping auto dealers close sales faster and build loyal customer relationships. By ensuring that all calls are answered in a timely fashion, that callers reach the right person, and that communications within your organization run seamlessly, TeleVantage is an indispensable partner in increasing sales and customer satisfaction — and that's only the beginning. TeleVantage gives you the tools to control expenses and streamline your business operations — all in one easy to manage, cost-effective package.



*TeleVantage is a flexible, affordable IP-PBX that enhances customer service, increases productivity and improves the bottom line.*

## A Powerful Communications Tool for Increased Sales and Customer Satisfaction

### Key Benefits:

- **Manage calls easily and efficiently**
- **Eliminate costly "telephone tag"**
- **Provide user-friendly 24/7 telephone support**
- **Distribute incoming calls intelligently and fairly**
- **Improve internal communications and teamwork**
- **Simplify communications across multiple locations**
- **Measure call volumes and monitor employee performance**
- **Integrate with business management software**
- **Protect today's investment and ensure future flexibility with open systems architecture**

*"We have reduced the time it takes to conclude a sale by 50%."*

*Glenn Briggs, Executive Vice President  
U.S. Auto Group*

Vertical's TeleVantage keeps you one step ahead of the competition. Designed on a flexible, open systems architecture, TeleVantage ensures that no call goes unanswered, and that your customers have a positive experience every time they call. TeleVantage shortens the sales cycle and constantly reinforces your professional image. And with virtually no learning curve, your dealership will begin seeing a return on its investment from the very first day.

## Manage calls easily and efficiently

In a busy dealership, answering calls at peak times can be a challenge, but TeleVantage ensures that all calls are handled easily and professionally. TeleVantage puts an end to dropped calls, long hold times or misdirected transfers, making sure that your customers have a pleasant experience every time they call. Callers can choose to dial an individual directly, speak with a receptionist, or use an automated attendant for quick and easy access to the information they need. Even during peak periods, no caller is left on hold or turned away — TeleVantage easily routes overflow calls to “back-up” receptionists or automatically directs them to the appropriate department. And with the easy-to-use PC interface, your receptionists can efficiently manage multiple calls. Their on-screen display shows them which employees are on the phone or out for the day, and lets them transfer or park calls with a simple click of the mouse.

## Eliminate costly “telephone tag”

A missed phone call can mean a lost sale or a dissatisfied customer — but TeleVantage lets you improve customer service and close sales faster by making sure that callers connect the first time. “Find Me” call forwarding easily routes calls to your staffs’ cordless, cell or home phones, with no interruption of the original call. Even if a salesperson is out on a test drive, with another customer or away from the lot, the advanced features of TeleVantage ensure that the call will get through — resulting in more business done and more satisfied customers.

## Provide user-friendly 24/7 telephone support

Whether you use it all the time, after hours or only for call overflow, the TeleVantage auto attendant ensures that your customers will always have a positive experience. In addition, advanced features such as foreign language prompts or personalized greetings, can easily set your dealership apart from the competition. Use personalized messages to tell customers when their new car will be ready for pickup, to confirm an appointment, or just to thank them for their business. Play various greetings based on the number dialed, reinforce messages from ad campaigns, or handle calls differently based on the model the caller is interested in. Your customers will be impressed with this level of service and will appreciate that you’ve “gone the extra mile” for them.

## Distribute incoming calls intelligently and fairly

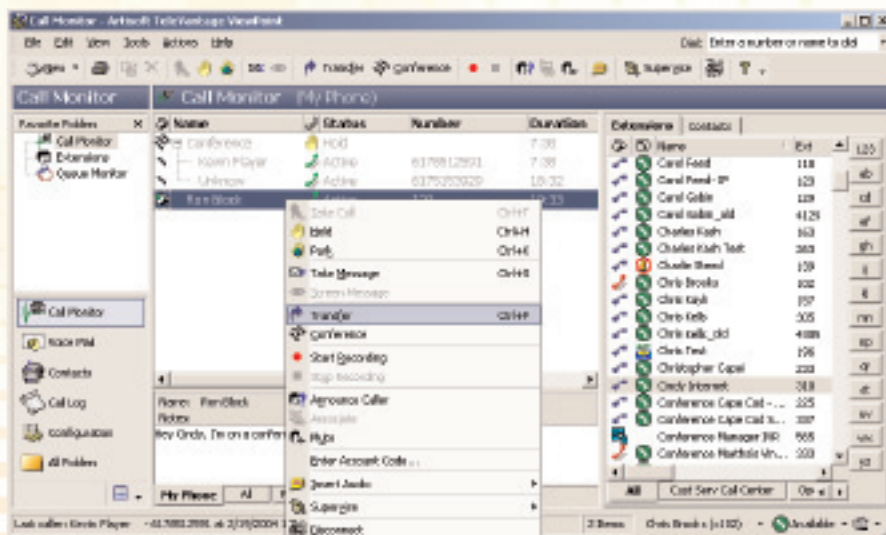
TeleVantage lets you decide how to distribute incoming calls to your sales and service teams, allowing you to modify this process as often as you like. The flexible feature set allows you to choose the distribution method that’s best for you — whether it’s to a group of simultaneously ringing phones, a round-robin method, or a first-available-to-answer option. This allows for a more equitable distribution of calls among associates, while making the most of specific business conditions, without ever relinquishing a customer’s ability to speak with the person of their choice.

## Improve internal communications and teamwork

Fast and reliable internal communications are very important to your business, as sales, service, finance and administrative personnel must work together to keep the sales cycle flowing. TeleVantage lets you eliminate the notorious loudspeaker paging that can annoy customers and interrupt deals in progress. With TeleVantage, reaching another

“With TeleVantage, it's much easier to manage the sales and service teams.”

Kristy Forrest  
White-Allen Auto Group, Inc.

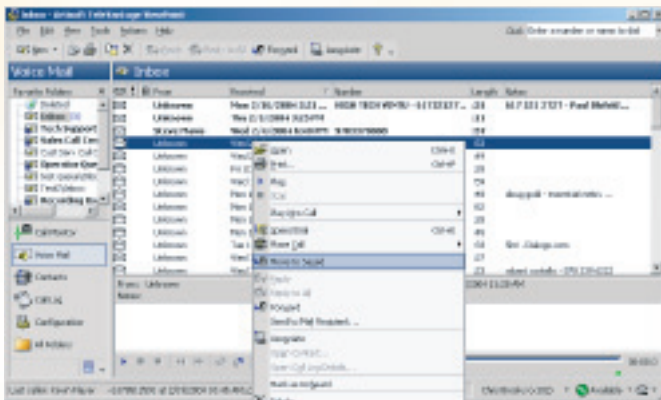


Descriptive Windows-based pull-down menus make it easy to perform any call handling command with the click of a mouse.

employee is as easy as dialing an extension or using the dial-by-name directory. Easily reach any staff member on their desk, cordless or cell phone, or their pager, wherever they may be. Or leave them a private voice mail with the security of knowing that the message will get through.

## **Simplify communications across multiple locations**

Because TeleVantage is a software-based phone system, you can easily expand it to multiple dealership locations. Using a single, unified phone list, one telephone attendant



*The easy to use PC interface lets you prioritize your voice mail, record and archive important messages and quickly access your call history - all with a point-and-click.*

can easily handle the call volume for multiple locations, putting everyone in touch. And by utilizing VoIP, TeleVantage eliminates long-distance calls to your other locations, resulting in instant savings on your phone bill.

## **Measure call volumes and monitor employee performance**

With TeleVantage, you'll never again have to wonder whether calls are being handled correctly, or whether you need to increase or decrease telephone staff. TeleVantage provides reports that track incoming call volume on an hourly, daily, weekly, or monthly basis, letting you identify peak times when additional staff is needed, as well as slower times when resources can best be used elsewhere. It also lets you measure how quickly calls are being handled and alerts you if calls are being put on hold. And by assigning unique phone numbers to different ad campaigns, you can even use TeleVantage to determine which ads are getting the best results. TeleVantage helps you make the most of your staffing and your business opportunities — now and for the future.

## **Integrate with business management software**

The open architecture of TeleVantage makes it easy to integrate with third-party business management programs, such as service appointment reminders, a customer database or invoicing systems. You can use this integration to speed up your workflow and provide innovative customer service features. Or use it to keep in touch with former customers, to notify prospects of upcoming sales events, or just to give your telephone contacts that special, personalized touch.

*“When you combine the insight we have gained from the call data with the system’s flexibility, it is evident that TeleVantage has had a huge impact on our business.”*

*Andy Rafter  
Lee Imported Cars*

## **Protect today's investment and ensure future flexibility with open systems architecture**

With your sales and office staff performing a wide range of functions in a variety of locations, your phone system needs to be able to work with the widest range of business conditions. TeleVantage lets you choose the phones that best meet your needs today, from wired desk phones to high-end speaker phones and mobile cordless handsets, and then change as your business evolves. No more getting locked into a single vendor, style of phone or business process — TeleVantage easily accommodates your working style, your staffing and your changes, today and tomorrow. Because of the highly configurable functionality, the software architecture and periodic software updates, TeleVantage never becomes obsolete — it keeps getting better over time.

## TeleVantage Features

### Complete software-based phone system

- Full PBX functionality
- Phones stay up during power or server failure
- Built-in extended 911 service
- RAID drives and UPS support
- All trunk types supported (Analog, BRI, T-1, E-1, ISDN PRI/CAS, Internet)
- Expandable to 288 trunks, 720 stations
- Analog, digital, IP phones
- Built-in IVR Toolkit
- Multiple music on hold sources

### Powerful call control

- Voice guided multi-lingual telephone interface
- Easy Windows-based desktop interface
- Cross-platform web browser interface
- Screen calls with PC or phone
- Visual multi-line call handling
- Caller ID display on PC or CLASS phones
- Drag-and-drop transfers and conferences
- One-click conference on call waiting
- High density (up to 60 party) conference calls
- Grab and hold ringing calls
- Park / unpark calls
- Ringback for calls left on hold or parked
- Pick up calls within workgroup or company
- Extensions pane with user "on phone" status
- Personal Call Log with notes
- Customizable ring patterns for call types
- Automated call handling by personal status
- Do Not Disturb, Out of the Office and other custom statuses
- Automated busy handling and camp on
- Intercom and paging through phones
- Whisper announce
- Hot line automatic off hook calling

### Full-featured voice mail

- Visual voice mail display with caller name
- Click to reply, forward, or call back a message
- Export to .WAV file
- Password security, enforceable rules
- Screen messages as they're being left
- Pull callers out of voice mail
- Bookmark important sections of long messages
- Callers can specify callback number
- Multiple personal greetings
- Personalized greetings for special callers or dates / times
- E-mail/pager/call out notification of new messages
- Voice mail delivered to unified e-mail inbox
- Microsoft Exchange synchronization
- Urgent and private message flags
- Remote access via phone or Web browser
- Auto-delete old messages
- Custom, sharable message folders

- Adjustable maximum message length
- Message waiting light
- Stutter dial tone to indicate new messages
- Automatic dialing to return call

### Integrated contact management

- Company, workgroup and personal contacts
- Contact identification w/o requiring caller ID
- One-click dialing
- Use existing contact databases
- Custom shareable contact folders
- Custom call routing and greetings by contact
- Screen-pops for contact calls
- Change language based on contact
- Predefine account codes per contact
- Act!, Outlook, Goldmine, FrontOffice support

### "Follow-me" call forwarding

- Easily route calls to multiple internal or external locations
- One-key forwarding to where you are
- Forward calls differently by caller or personal status
- Screen forwarded calls using verbal prompts
- Password-protect forwarded calls

### Multi-level auto attendants

- Automated or receptionist answering
- Extension dialing or DID
- Dial-by-name directory
- Schedulable greetings and routing for holidays and off-hours
- Record or import greetings and menu prompts
- Caller choices can deliver custom data to agent screen pops or change language (e.g. Spanish)
- English (US and UK), Spanish, French (Parisian and Canadian) and German language support
- Timeout routing to any extension or attendant
- Auto fax detection and routing

### Point and click administration

- Windows-based administration from any location on the network
- Software-based trunk setup
- Device Monitor for real-time trunk/station status
- Comprehensive exportable call log
- Public and personal workgroups
- Easily add, delete and modify users
- Individual or role-based permissions
- Multiple tenant or department support
- Dialing and feature restrictions
- Account codes: forced, verified or optional
- Configurable routing services for least cost routing
- Trunk usage reports
- Monitor use of system space and resources
- E-mail notification of alerts, special events
- Context sensitive help, on-line manuals

### Internet ready

- Easy-to-use Internet trunks and dialing services
- Standard H.323 VoIP support
- IP Gateways tie distant Servers together
- Call local numbers from remote servers
- Microsoft NetMeeting "Click to call" support
- Phone support

### Remote access from anywhere

- Complete visual access via Web browser
- Graphical call control for remote, cell, IP phones
- Phone login for voice mail and account setup
- Remote call screening
- Change greeting, forwarding and personal status from any phone

### Comprehensive call center

- Single-point access to create and manage queues
- Call distribution based on agent performance, top down, round robin, simultaneous ring
- Redirect calls if queue is too busy
- Inbound / Outbound/ Blended queues
- Coaching and monitoring to train new agents
- Real-time agent and queue statistics
- Full-featured Call Center Reporter based on Microsoft Excel
- Automatic call recording by queue or agent
- Multiple, threshold driven hold prompts
- Bail out options to voicemail, or any extension
- Priority routing for important callers
- Multi-tier overflow agents
- Individualized agent and supervisor permissions
- Queue sign in / out, break, unavailable status
- Customizable wrap-up time per agent

### Extendable, open, standards-based

- Easy software-only upgrades
- MAPI and SMTP e-mail support
- TAPI service provider support
- SMDR interface support
- SQL Server database
- COM-based SDK for custom add-ons and IVR development
- Extendable user menus and toolbar

### Minimum server requirements:

- Pentium 400 MHz PC
- 256 MB RAM
- Windows 2000 or 2003 Server, Windows 2000 or XP Professional
- Intel Dialogic telephony boards
- Any standard phone: speaker, corded, cordless or CLASS or ADSI feature phone

## About Vertical

Vertical Communications, Inc. is a leading provider of next-generation IP-based voice and data communications systems for business. Vertical combines voice and data technologies with business process understanding to deliver integrated IP-PBX and application solutions that enhance customer service and business productivity. Vertical's customers are leading companies of all sizes -- from small to large and distributed -- and include CVS/pharmacy, Household International, and Apria Healthcare. Vertical is headquartered in Cambridge, Massachusetts and delivers its solutions through a worldwide network of systems integrators, resellers and distributors. Visit <http://www.vertical.com> for more information.

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## About TeleVantage

Vertical's TeleVantage is feature-rich, software-based phone system that combines the power of desktop computing with the most advanced communications technology available. TeleVantage delivers greater functionality, flexibility, and value than proprietary PBXs to a variety of customers, from small offices to large enterprise organizations with sophisticated call centers. Built on open-systems architecture and supported by world-class Intel hardware, TeleVantage provides more value today while safeguarding investments for the future.



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