

## **COLLECTIVEPOINT, LLC ANNOUNCES THE UPCOMING RELEASE OF AUTOIM**

Austin, TX (January 12<sup>th</sup>, 2004) – Austin based CollectivePoint, LLC, a provider of customer-based chat solutions and offshore software development operations, announced today the upcoming availability of AutoIM. AutoIM will allow visitors to dealer's websites to communicate with a sales or service agents instantly, increasing sales and customer loyalty.

"The technology foundation for our product grew out of a need to improve the ability for dealer's to communicate and conduct online business with potential customers by utilizing a their existing web presence" said Todd Allen, Chief Technical Officer at CollectivePoint, LLC. "We feel that dealerships are missing out on a tremendous number of potential buyers on their website."

CollectivePoint's, AutoIM will be a centralized, Web-based Instant Messaging tool that increases the number of leads, sales, and service requests for automotive dealers. "We believe that by creating this tool, we will be able to help dealers capture these customers and increase sales and service requests."

### **About CollectivePoint, LLC**

CollectivePoint is software and outsourcing firm that helps private and public entities enhance their offerings by combining expertise in Internet technology and software. CollectivePoint helps clients differentiate their products and services, strengthen customer relationships, leverage human capital and improve operating efficiency.. To learn more please visit <http://www.autoim.com>

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