

## **COLLECTIVEPOINT, LLC INTRODUCES AUTOIM 1.0 TO DEALERSHIPS WORLDWIDE**

Austin, TX (March 13, 2004) – Austin based CollectivePoint, LLC, a provider of customer-based chat solutions and offshore software development operations, announced today the general availability of AutoIM.

AutoIM is a web collaboration solution that transforms the way potential buyers initially contact a dealership. It enables dealerships to deploy large-scale collaboration capabilities that utilize their existing web investment. “Our product provides a unique, real-time customer experience while enabling dealer representatives—new and used, sales and service—to effectively communicate and drive customers to the dealership while increasing sales” said John Glenn, co-founder of CollectivePoint. “AutoIM 1.0 was designed to drive value in dealer’s core business operations like sales and service.” AutoIM answers the problem of potential buyers and current customers visiting the dealer’s website and going un-noticed costing the dealership potential sales and service opportunities.

AutoIM includes:

- Web Chat Presence State Technology
- Canned Responses and Links
- Chat Routing
- Customizable Agent and Chat Windows

“We know Dealers are committed to improving the customer experience. We know this because; dealership and sales performance is continuously measured through customer service surveys” said Beau Whisenant, Vice President of Sales, CollectivePoint, LLC. “When you greet a customer shopping on your sales lot they immediately have tons of questions that dealer’s answer for them.” “Why not answer their questions while they are shopping on your website?” With AutoIM, dealer’s can engage potential buyers where they shop, which is on the Internet.

### **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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