



The Dealer's Instant Messaging Solution

The technology foundation for our product grew out of a need to improve the ability to communicate and conduct online communication with potential customers, utilizing dealers existing web presence. Simply stated – CollectivePoint's, AutoIM is a centralized, Web-based Instant Messaging tool that increases the number of leads, sales, and service opportunities for your dealership.

Client Value

AutoIM 1.0 is a web collaboration solution that significantly transforms the way potential customers initially interact with your dealership. Our product provides a unique, real-time customer experience while enabling various dealer representatives—new and used, sales and service—to effectively communicate and drive customers to your dealership. AutoIM 1.0 drives value in 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.

Customer Challenge

Potential automobile buyers today use the Internet as a research tool for information about new and used vehicles. With hundreds of vehicle buying services out there, buyers are faced with a dilemma of choosing one with which they feel comfortable. Ultimately, most

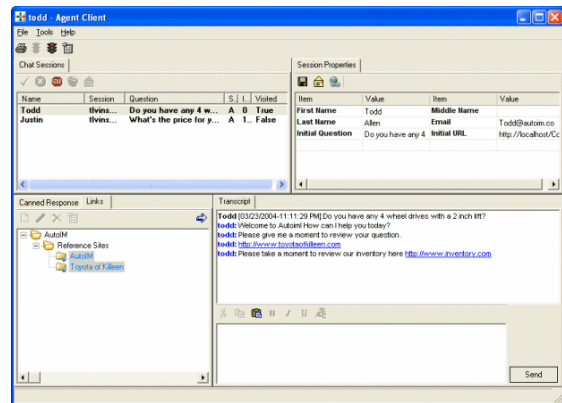
vehicle buyers will go through the process of searching for a vehicle only to be directed to several local dealers who all, within several days, will contact them through email or by telephone. AutoIM provides your customers with the ability to effectively communicate with you, in real-time directly from your web site, from the beginning of the car buying process. This will improve the customer experience and increase sales by giving your sales force the opportunity to establish a relationship with the customer immediately and set showroom appointments. In the end, this immediate relationship could be what distinguishes your dealership from your competitors.

We know Dealers are committed to improving the customer experience. We know this because; dealership and sales performance is continuously measured through intensive customer service surveys. These surveys invite customer feedback and gauge satisfaction in virtually every aspect of the sales experience. When you greet a customer shopping on your sales lot they immediately have tons of questions that you can answer for them. Why not answer their questions while they are shopping on your website? Your website is already there, your customers are there; why are you not there? With AutoIM, you can be there too and have that instant interaction that is so desperately needed in order to sell vehicles.

Features/Benefits

- ❖ **Multi-Channel Sales** - When sales agents makes themselves available for chat, the agent can define the maximum number of chat sessions they want to take while logged on. This allows the sales agent to maintain multiple sales sessions during the same period of time.
- ❖ **Presence State** - When enabled, the web icon/link is visible and clickable for website visitors to initiate a chat. Those chats can be routed to any location, sales team, specific agent, or service department personnel. Disable the chat icon at the end of the day when the dealership closes.
- ❖ **Canned Responses and Links** - AutoIM has the ability to push canned responses and links to the buyer client during the chat session. From both the administrative web console and the agent window, specific users can customize responses or links by adding new ones or updating existing ones.
- ❖ The **Customizable Client Chat Window** feature gives the administrator the ability to customize the client registration and chat window, allowing dealers to capture specific information about potential buyers and current customers.

- ❖ The **Reporting** section allows administrators to track specific metrics around the agents using the tool, ranking the top web pages from where buyers are coming from or the number of chats recorded for the day.



Strengths of AutoIM

- ❖ The consistent, **simple workflow** processes enable a user to learn how to use the system in minutes. In most cases, no special training is required and first-time user can easily access the system and begin chatting.
- ❖ The **security** structure of AutoIM is multi-faceted and multi-layered. 128-bit SSL, one-way encrypted-hash password storage – this all adds up to confidence in the integrity of the system and client information.

For email contact information, visit us at www.autoim.com