



The core component to customer loyalty and retention for automotive dealers is Customer Satisfaction. Both dealers and manufacturers place significant importance on improving their CSI scores in today's review driven world. Increasing dealers' index scores and identifying customer issues are the results our Long Grove, IL based Business Development Center generates with overwhelming success.

### CSI Surveys

CSI surveys are out-bound, live agent calls measuring either the customer's sales or service experience. DPS combines custom scripting and interactive customer contact to provide dealers with a powerful program employing automotive telephony experts. Over 100,000 phone interactions a month and daily quality control measures make DPS an industry leader in the CSI arena.

### Appointment Scheduling

Appointment scheduling is provided as both an out-bound and in-bound service for our clients. Both the out-bound and in-bound appointment scheduling options are integrate directly with the dealer's web-based appointment scheduling application, such as Xtime or TimeHighway.

**Out-bound** – Live-agent calls to customers who have not responded to a service communication, have not scheduled their first service appointment, or have not had previously declined services completed.

**In-bound** – Live-agent back-stop service available 24/7/365 allowing customers to schedule an appointment with the dealership at any time, ensuring no appointment is missed. Additionally, agents are able to “warm” transfer calls back to the dealership when there are questions about a vehicle's service status or the consumer requires further assistance.

### MPU / EVP Lead Generation

In order to assist dealers generate additional leads (and therefore, additional sales), we perform out-bound, live-agent calls to customers recently in for service who are eligible to purchase either/or the Maintenance Program Upgrade or Extended Vehicle (or Motorer) Protection Plan. For the 68 BMW centers and 20 MINI dealers participating on the program, we generated 186 warm leads (this equates to a 9% conversion rate) for dealers in January 2013 alone.