



## **CIMA SYSTEMS ANNOUNCES CIMAVISION**

*Powerful web-based tool creates actionable return on investment and customer satisfaction reports for dealerships*

PLEASANTON, Calif. – April 14, 2005 – Cima Systems, a Customer Interactive Management Application (CIMA) that serves as an automated business development center (BDC) for dealerships, today introduced CIMAVision, a web-based tool that turns raw customer and management data into actionable sales, customer satisfaction and management reports, as the newest addition to their robust product lineup for the automotive industry.

CIMAVision enhances Cima's interactive software, AutoAppoint and AutoRemind, by enabling dealers to analyze each customer communication sent through the system and determine the return on investment per marketing campaign.

Cima's software automatically contacts and interacts with clients and prospects based on information accessible in the Dealer Management System (DMS) including targeting trade-in potentials, service appointment confirmations, service reminders, vehicle-ready notices and even appointment scheduling. It then automatically sends out a client satisfaction survey (CSI) following each vehicle and service interaction.

"Cimavision helps me better understand my customers, my business and the effectiveness of my communications," said Ron Ferguson, General Manager, Mooers Volvo.

CIMAVision further helps users analyze the success of their customer interactions by providing comprehensive, easy-to-understand maps and reports. With only a mouse-click, users can access a wealth of information regarding customers, communications, employees, customer satisfaction and revenues across the dealership or dealership group. Moreover, users can easily drill down to a specific car deal, repair order or customer survey for more detailed information.

With CIMAVision, dealerships can:

- Chart customer purchase history by zip code
- Organize and tier customer data by value or satisfaction
- Track customer communications
- Track customer satisfaction scores
- Detail employee productivity
- Identify and act immediately upon customer issues
- Analyze sales
- Identify sales opportunities or lost opportunities

- Customize reports based on dealership focus

For more information on Cima or its products please contact Gary Nixon at (925) 931-0929 ext. 220.

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### **About Cima Systems:**

CIMA Systems was founded in 2001 with the goal of creating an automated customer interaction tool for the automotive Industry. After years worth of development time, CIMA Systems, a Customer Interactive Management Application (CIMA), was born. The application helps serve as a 24 hour, automated BDC for dealerships. Developed exclusively for the automotive Industry, CIMA helps dealers communicate with their customers in the way the customer wants to be contacted, via telephone, mail, email or text message and analyzes the success of those communications with reporting and mapping tools. To find out more about CIMA, visit [www.cimasystems.net](http://www.cimasystems.net).

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