



CIMA SYSTEMS INTRODUCES HOSTED LIVECHAT

CIMA Systems Hosted LiveChat pro-actively drives increased unit sales, service and parts revenue for your dealership.

PLEASANTON, Calif. – November 24, 2008 – CIMA Systems, a Customer Interactive Management Application (CIMA) that serves as an automated business development center (BDC) for dealerships, today introduces CIMA Hosted LiveChat, an innovative new take on the LiveChat feature. Unlike other LiveChat solutions that are simply placed on a dealer website and hosted by dealership personnel, the CIMA Hosted LiveChat immediately and proactively engages the customers/prospects visiting your website and your CIMA System email marketing campaigns resulting in increased unit sales, service and parts revenue.

“By embedding CIMA Hosted LiveChat into emails in addition to placing links on the dealership’s website, dealers will experience greater LiveChat opportunities resulting in connecting with the prospect/customer sooner and more often” says Gary Nixon, President & CEO of CIMA Systems. “CIMA’s Hosted LiveChat actively engages the recipient in one-on-one interaction pro-actively 18 hours per day, seven days a week,”

The system takes the load off of dealership personnel and is designed to promptly deliver Hot Sales Leads to your dealership so you can put your best sales people on them. Statistics show that 99% of people use LiveChat for immediate answers so 99% of the time you must follow-up immediately.

“Our customers really enjoy the live interaction with the dealership. CIMA LiveChat has greatly assisted us in consistently driving more sales and service appointments to our dealership,” states Leonard Harrington, Dealer Principal of Turlock Auto Plaza.

Each of CIMA’s highly qualified agents is trained to handle inquiries about your inventory, vehicle price and service requests and turn them into ups and service appointments. In this way, CIMA Hosted LiveChat delivers a more pro-active LiveChat option without the need for dealership personnel. Each CIMA agent has access to a custom Dealer Knowledge Center which is developed for each dealership allowing agents to access the dealership’s products and pertinent information. The system also provides detailed lead information and transcripts immediately following a LiveChat, as well as weekly reporting and analytics to provide dealers with the insight that drives performance.

For more information on CIMA Systems, or its products, please visit www.cimasystems.net or call (925) 461-4600.

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About CIMA Systems:

CIMA Systems patent-pending solution 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, and 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 or call 925-461-4600.

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