



## Cima's Interactive Communications Technology Gives Dealers Competitive Edge

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*Comprehensive Software Package Improves Customer Satisfaction and Sales with Lower Overhead*

**PLEASANTON, Calif. / Oct. 17, 2003** --- Cima Systems, a leading provider of automated marketing and customer-service software to the automotive industry, today announced availability of an interactive communications software package designed to increase sales, improve customer retention and raise customer service index ratings while lowering overhead.

"From the time a prospect walks into a dealership, to the time they purchase their next vehicle, Cima consistently communicates with that customer, improving sales, client satisfaction and repeat business," said Cima Systems CEO Gary Nixon.

Cima combines interactive technology with scheduling, marketing, client-survey and communications applications, making it the most comprehensive software of its type. "Cima covers a lot of ground that most companies don't" said San Leandro Honda Director of Service and Parts Brian Keegan. "Others have one piece of the puzzle. Cima puts all the pieces together."

By using Cima, dealers are able to acquire and keep more customers while lowering marketing and overhead expenses. After implementing the system, San Leandro Honda General Manager, Dave Adragna cancelled services with two marketing firms, saving him over \$2500 a month. Beyond this, he saw a 10% increase in repair orders. "And that was in a down market," said Adragna.

Using automated phone and email communications, Cima's software automatically contacts and interacts with clients and prospects for numerous communications applications including appointment confirmations, service reminders, vehicle-ready notices and even appointment scheduling. It then automatically sends out a client satisfaction survey following each interaction.

Because communications are completely automated, Cima eliminates costly and complicated manual processes "The beauty of the system is it's so automatic, I don't have to think about it. I hardly look at it anymore," said Keegan.

Dealership customers appreciate the system's interactive technology that enables them to schedule or cancel appointments any time, day or night, by phone or the web. Giving clients 24/7 access to their dealership, helps dealers improve customer satisfaction, and increase business while lowering no-shows. If a customer does cancel an appointment without rescheduling, the system automatically contacts them to reschedule for another day. According to Adragna, this feature is an excellent benefit to customers.

Cima is also a "huge asset" in handling phones, said Keegan. "I had a full time person who only got to about 40% of our customers each day. Cima gets to 100% of them for a fraction of the price, and now I have the records to assure they've been called," he said. "There's no human who can make 280 calls per day and reliably get this type of info out to customers in a consistent manner." Cima has enabled San Leandro Honda to re-assign a full-time receptionist to other customer-service initiatives. It has also eliminated the flux of calls from 2 pm -4 pm from customers wondering if their car is ready. "The system frees up time to donate to customers," said Keegan.

Phone communications feature the real voice of sales and service managers so customers think they were personally contacted by the dealership. "I like the idea that every sales or service customer gets 'personally' contacted by the sales or service manager," said Adragna. "People don't know it's a recorded message, they think it's me personally calling to thank them."

Both Keegan and Adragna find Cima's Customer satisfaction survey one of its most valuable features because it helps



quickly identify problems and take preventative measures. "It helps the front and back end of the operation." Adragna said.

Keegan likes that the feedback is much quicker and more reliable than that given by manufacturers who survey less than 1% of the customers. Using Cima, Keegan can now personally follow up on each survey that shows a 3 or lower, in a timely manner. "This gives us such an advantage, because now I can identify and correct a problem before a paper survey is even sent out," said Keegan. Within a month of implementing the system Keegan was able to identify a problem with his car wash service. He sensed there was a problem, but could never verify it. Cima's surveys confirmed his suspicions. "They enabled me to make changes based on real data and not hunches." He said.

Another one of Cima's strengths lies in its ability to target very specific groups for more effective campaigns and communications, said Adragna. Because the software can automatically call or email any population in a database, it offers an endless amount of communication applications.

"Whatever your imagination comes up with...if the report can be generated, Cima can do it." said Keegan.

Commonly used applications include:

- **Sales Marketing** - "Thanks for Coming In", New Car Arrivals, "Thanks for the Business", "Lease Due", Campaign Targeting Prospects by Age of Vehicle, "Used Cars Wanted", Special Incentives/Deals, "Thanks for Business"
- **Service** - Service Reminder, Special Promotions/Deals, Interactive Appointment Reminder, Inbound Appointment Scheduling, Parts Arrival Reminder, "Car Ready" notice, Recall Notice, "Thanks for the Business", Parts Reminders, New Parts/Items Available Notice
- **Client Satisfaction Survey (email only)** - Parts, Service, Sales, Prospect
- **Client Outreach** - New Manager, Recalls, Issues Management

"Cima's system does so many things," said Keegan who considers every application valuable to his business. "With using just one of the applications, the system pays for itself." Keegan admits he was a little skeptical when he first saw the system, but once he really saw what it could do, he was very interested. "Bottom Line, the system works," he said.

According to Nixon, Cima does for dealerships what computers once did for bookkeeping. "It sounds too good to be true," he said, "but when dealers see firsthand what Cima can do, they want it. That's exciting, particularly when clients consistently see a high return on their investment."

Cima Systems provides interactive automated marketing and customer service solutions to the automotive market. Their comprehensive software solutions enable dealers and automotive service businesses to communicate with prospects and clients throughout the client lifecycle. Cima's automated, real-time, communications-management solutions provide immediate 24/7 customer feedback to front - and back- end marketing campaigns, resulting in higher sales, increased client interaction and lower overhead.

For more information on Cima or its products please contact Lynette Hoeft at 925-931-0929 or visit [www.Cimasystems.net](http://www.Cimasystems.net).

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**About Cima Systems**

Cima Systems builds next generation telephone and web integrated applications to automate customer service activities. The CS family of products enables businesses to achieve 24x7 service and a higher level of interactive communication with customers. By merging the functionality of computers and networks with the features and capabilities of advanced telephone systems and the web, Cima Systems' products help streamline business processes, increase productivity and improve management of customer interactions.

Cima Systems' software increases an enterprise's interaction with end-customers, raising sales and yield rates while lowering service and transactions costs, by granting end-customers direct access to an enterprises' services through automation of call center and business processes.

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