

Fine-Tune Your Phones

PART 1

Unanswered Calls

Don't Lose Opportunities Because Calls to the Destination Phone Number Are Being Missed



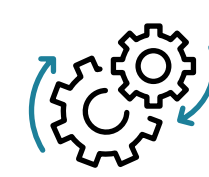
LISTEN

Are your tracked calls going to a working number? Listen to call recordings in your Call Analytics tool to determine whether your call tracking numbers are routed correctly to a live ring-to number.



VERIFY

Verify all phone extensions at your dealership are set up correctly.



DETERMINE

Is your phone system physically able to handle multiple calls coming in at the same time? If four lines are available and a fifth customer calls, where does that fifth call go?



Call your store after hours to see how well your BDC/voicemail process works and how quickly your customers can reach voicemail or an agent.

Did You Know?

Use text or email to send vehicle status updates to your customers. This can alleviate call volume increases within the Service Department during peak hours.

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