

# Helion's Nachbahr Reveals Five Reasons Why Call Flow Becomes Disrupted & How to Handle at AICPA

TIMONIUM, MD, UNITED STATES, September 26, 2016 /EINPresswire.com/ -- Helion Automotive Technologies, a leading provider of information technology (IT) solutions for auto dealers, announced today that Erik Nachbahr will present at the [AICPA National Auto Dealership Conference](#). In his session "Dealership IT: What Matters Now and in the Future," Nachbahr will share the top technology issues that auto dealers should focus on to ensure their infrastructure can support business

operations, now and into the future. The session is scheduled for Wednesday, October 5th at 5:00 p.m.



Helion Logo

"One area that nobody talks about and that I will touch on is call-flow, which is probably the most overlooked issue in auto dealerships today in terms of its direct impact on revenue," said Erik Nachbahr, President of Helion Automotive Technologies. "Fixing a dealership's call flow is like unearthing a golden nugget; it's a simple concept that delivers immediate and tangible results."

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Auto dealers are losing a huge percentage of customers due to an issue they've probably given little thought to

*Erik Nachbahr, President of  
Helion Automotive  
Technologies*

According to CallRevu, an industry-leading call monitoring solution, 31% of incoming sales calls and 20% of incoming service calls never reach an agent. While connected calls that don't convert to appointments can be attributed to phone processes, the calls that never connect can be attributed primarily to a poorly designed call flow, according to

Nachbahr.

"When a customer is transferred into a black hole, or their call is bounced around the dealership, or an extension rings more than six times, there is a high probability that customer is going to hang up and never call back," said Nachbahr. "For dealers, that's a huge percentage of customers they're losing due to an issue they've probably given little thought to."

Call flow is a set of rules that define where every call goes, and how and when those calls get routed somewhere else. Call flow answer questions such as: What happens if a customer hits option #1? How many times does the phone ring at the service advisor's desk, and where does the call go after that? What happens if someone direct dials an extension after hours?

Call flow is a critical issue in auto dealerships because connected calls result in a higher percentage of sales and service appointments. In sales, 42% of connected calls result in an appointment, while in Fixed Ops, 59% of connected calls result in an appointment.

In his AICPA session, Nachbahr will reveal the five reasons why call flow in dealerships becomes disrupted. He will also share a five-step process that will instantly improve connected call rates.

The AICPA National Auto Dealership Conference is the only conference geared toward CPAs and financial professionals in the auto industry. Nachbahr's presentation is ideal for CPAs with auto dealer clients and for dealership professionals including owners, general managers, CFOs, CEOs, controllers and auto manufacturer representatives.

The AICPA Auto Conference is being held October 5th, 6th and 7th at the Bellagio Resort and Casino in Las Vegas, NV.

For more information contact Helion at 443-541-1500 or visit <http://www.heliontechnologies.com>.

#### About Helion Automotive Technologies

Helion...Putting Your Dealership in the FAST LANE! Helion Automotive Technologies is a leading IT solutions provider, providing auto dealers with faster, more efficient networks and secure data protection. From managed services to IT assistance and service desk help, Helion offers both short-term IT fixes and long-term planning so dealers can focus on what matters most: selling more cars. Helion has specialized in IT for more than ten years and works with 650+ auto dealers nationwide. Dealers can request a free assessment of their IT needs at [www.heliontechnologies.com](http://www.heliontechnologies.com).

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