



ELEAD1ONE Releases Free eBook for Auto Dealers: Fix Your Phones & Boost Profit in Your Service Department

ATLANTA, GA, USA, October 31, 2017 /EINPresswire.com/ -- [ELEAD1ONE](#) announced today the release of a free eBook for auto dealers, titled "Fix Your Phones & Boost Profit in Your Service Department." The eBook presents a compelling case on why dealers need to address phone processes and improve customer communications in the service department.



In a recent CallRevu analysis of 4.2 million phone calls into dealership service departments, 68 percent or nearly 2.8 million calls connected with an agent. That means 32 percent of calls did not connect, representing 1.3 million missed opportunities³. Approximately one out of three people calling into dealership service departments aren't being helped.

"Today's consumer is accustomed to on-demand buying experiences delivered by companies like Amazon, as well as on-demand information delivered by smartphones and social media," said Bill Wittenmyer, Partner with ELEAD1ONE. "The majority of dealership service departments are not meeting their customers' expectations when it comes to connecting quickly, getting questions answered, setting appointments and solving problems. If dealers want to stay competitive they need to fix their phone processes."

"Fix Your Phones & Boost Profit in Your Service Department" explores technologies that dealers can implement, as well as best practices to follow, to improve communications with customers. Technologies that increase customer connections include online scheduling, texting and virtual service BDC solutions. Best practices such as dedicated call answering, service advisor training and adopting transparency in pricing are also covered.

The eBook includes real-world examples from dealerships including the Gettel Automotive Group in western Florida and Berglund Luxury Auto in Lynchburg, VA. Both dealerships bridged their customer communications gap with solutions outlined in the eBook.

To download the eBook visit: <https://hubs.ly/H08-VXW0>

For more information visit www.elead-crm.com or call 855-983-9470.

[About ELEAD1ONE](#)

ELEAD1ONE, the benchmark in automotive software, helps dealers bridge the gap between sales, service, and marketing operations. The company's automotive-only contact center, CRM, and service drive technologies are the foundations of their unique suite of products that drive its clients forward through strategic business advantage. Headquartered in Georgia, ELEAD1ONE has over 1,500 employees nationwide and serves more than 8,000 dealerships across the United States and

Canada, including six of the top ten dealer groups.

ELEAD1ONE continues to lead the industry standard by providing insight to the community, identifying trends, and through the continuous development of personalized retail solutions that help dealers operate more profitably. For more information, visit our Website, like us on Facebook, YouTube, or follow us on LinkedIn, Twitter, and Instagram.

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