



## **TOUCHPOINT NETWORKS HELPS ACCELERATE THE REBIRTH OF THE AUTOMOTIVE INDUSTRY**

*Automotive Dealers Creating  
Competitive Advantages with New  
Technology*

EUGENE, OR — October 29, 2013 — TouchPoint Networks, an industry leader in unified communications, announced today that the company has launched a program that is accelerating the growth of the automotive industry. The momentum in the financial markets has brought a few industries back to pre-recession levels, and with this recovery many automotive dealers are seeing the opportunity to secure a foothold in the marketplace. TouchPoint Networks has developed a unique program that is changing the way in which automotive dealers operate, increase employee productivity and bolster customer service.

The ultimate objectives of automotive dealerships are to deliver exceptional customer service and a great buying experience. Ultimately, the automotive dealer is fueled by the people who are running it and the technology supporting those key employees. Until recently, technology has played a minor role, but new functionality has changed the ways that customers interact with dealerships.

TouchPoint Networks has identified several technologies that make employees more

productive and streamline operations. One example is the functionality offered by Automatic Call Distribution (ACD). ACD phone systems distribute incoming calls to a specific group of terminals that agents, salespeople, customer service, parts departments or administrative staff use. Routing incoming calls is the task of the ACD system. ACD systems are often found in offices that handle large volumes of incoming phone calls from callers who have a specific need (e.g., customer service representatives) at the earliest opportunity. This significantly reduces the amount of time that a customer has to wait on-hold. Customers can connect with employees faster which drives customer service and satisfaction for all parties involved.

Another example is the functionality offered by the ever popular; “Find Me, Follow Me” feature. “Find Me” refers to the ability to receive incoming calls at any location. “Follow Me” refers to the ability to receive calls at any number of designated phones, whether ringing all at once, or in sequence. An example of this in action is when salespeople are walking around the lot showing cars to prospective buyers and suddenly a customer calls their desk phone. Historically, a

salesperson would miss all of these calls and just return them whenever they walk back inside and sit down at their desk. Today’s technology enables them to have that same call ring both their desk phone and their cell phone, at the exact same time. This means no more missed calls and voicemails to return at the end of the day. Salespeople no longer have to waste time playing “phone tag” and can spend more time selling cars and increasing revenue.

TouchPoint Networks is a very experienced organization and has deployed and installed unified communications systems of all types over the past several years to various industries. There is a plethora of technology available, ranging from SIP, disaster recovery, cloud computing and more, but TouchPoint Networks is particularly skilled at finding technology that satisfies the needs of their customers. In fact, their success as a company is due largely to their ability to leverage technology to create competitive advantages for their customers.

Dealerships are in an extremely competitive marketplace and finding ways to streamline operations, keep the customer connected to salespeople and increase customer service levels are of the utmost importance to

success. By working with a provider like TouchPoint Networks, dealerships can increase their productivity and give themselves a unique competitive advantage.

#### **ABOUT TOUCHPOINT NETWORKS**

Gary Gonzalez and his business partner's Chuck Whiteley and Tamara Gonzalez, are owners of TouchPoint

Networks, a member of the Technology Assurance Group (TAG). TouchPoint has built a team of professional voice and data specialists dedicated to the highest levels of customer support. TouchPoint's pattern of steady growth reflects their commitment to keeping pace with the constantly evolving telecommunications technology arena, and the dramatic expansion of the Pacific

Northwest's business market. With offices located along the I-5 Corridor in Portland, Eugene, and Medford, TouchPoint Networks is uniquely positioned to respond quickly and effectively to a wide range of customer equipment and service requirements. For more information on TouchPoint Networks, please visit [www.asktouchpoint.com](http://www.asktouchpoint.com).