

# Rapid Response

by **autobytel**  
Your Lifetime Automotive Advisor™

Immediate customer contact — the minute a customer submits a Purchase Request, your telephone rings! Contact and capture the customer first!

**How quickly do you respond to walk-ins or ups in your store?**  
Customers on the Internet deserve the same prompt attention as customers on your lot. With Rapid Response — they'll get it.

## Fact

- 27% of consumers expect a dealer response within an hour, with 13% expecting an immediate response
- 75% of car buyers will switch manufacturer, dealer or both if they don't get the rapid response they expect
- More than half of car buyers will switch dealers if they do not receive a quick enough response

**How It Works:**  
The minute a customer submits a Purchase Request, your phone rings!



Customer Submits Purchase Request



Your Phone Rings (office, home, mobile — you decide!)

Automated Operator tells you a request has come in and gives you the details.

Press 1



Press "1" and you are then connected to your customer!



Happy Car Buyer

Happy Salesperson

The phone tree system will dial up to 3 contact numbers until you are reached!

For More Innovation, Call 1-866-589-5498

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