

ADP's Reverse Phone Lookup

Accurate Customer Information With Advanced Data Capture Services

DEALERSHIP AREA

Front Office

ISSUES

Customer Follow-Up

Data Access

Data Collection

Whether in the service bay, the Parts department or in the F&I office, providing superior customer service begins with having quick, reliable access to accurate customer information.

With ADP's Reverse Phone Lookup service all you have to do is enter a home telephone number to gain instant access to prospect or existing customer information. Reverse Phone's quick search and information return functionality enables employees to accurately identify existing customers and capture new information while eliminating manual entry and reducing duplicate account creation.

Provide Superior Customer Service with Easy to Use, Fully Integrated Solution

Conveniently accessible through ADP Service, Parts, F&I and **ADP w.e.b.CRM** applications, Reverse Phone Lookup first checks existing records giving your employees access to critical customer information when a match is found. Reverse Phone Lookup also automatically provides a robust outside phone number search if an existing record match is not found. In a matter of seconds, Reverse Phone Lookup's external search provides accurate name and address information for both prospects and existing customers.

Identifying customers or prospects, finding and updating their records is so quick and easy that your employees will use it during every customer and prospect interaction. Eliminate the time consuming and error prone process of manually entering information and improve customer satisfaction by making it easy for customers to do business with your dealership.

Using Reverse Phone Lookup means:

- Quick and accurate search using simple phone number entry rather than name
- Time savings and quick return of information by performing sequential search of internal system and external information
- Simple to use process utilizes familiar Name Maintenance function
- Quick access to service from all dealership departments

Benefit From Superior Advanced Search Capabilities

With robust external search powered by the data services of Acxiom, Reverse Phone Lookup many more matches than common commercially available services.

Consider some of the advantages of Reverse Phone lookup external search capabilities:

- Search not limited to public or listed phone numbers
- Advanced search uses frequently updated directories and unlisted telephone number sources to significantly improve match rates
- Over 85% match rates allows you to automatically populate customer data fields improving record accuracy, reducing data entry time and errors.



Reverse Phone Lookup

continued

SOLUTION
OVERVIEW

Combine The Power of ADP's DataFresh®

Powerful search and matching services provide additional benefits when Reverse Phone Lookup is used in conjunction with optional DataFresh® services.

ADP's DataFresh services cost-effectively cleanses and updates your customer address data on a regular basis helping you maximize revenue opportunities and marketing effectiveness while staying connected to customers and prospects.

Capture Customer Information Changes While Reducing Duplicate Entries

Reverse Phone Lookup, working in conjunction with DataFresh, helps identify matching customer information by assigning each record a unique Customer ID. When a phone number search is made using Reverse Phone Lookup the unique Customer ID, along with name and address information, provides an enhanced method to recheck for a customer record match resulting in reduced duplicate entries.

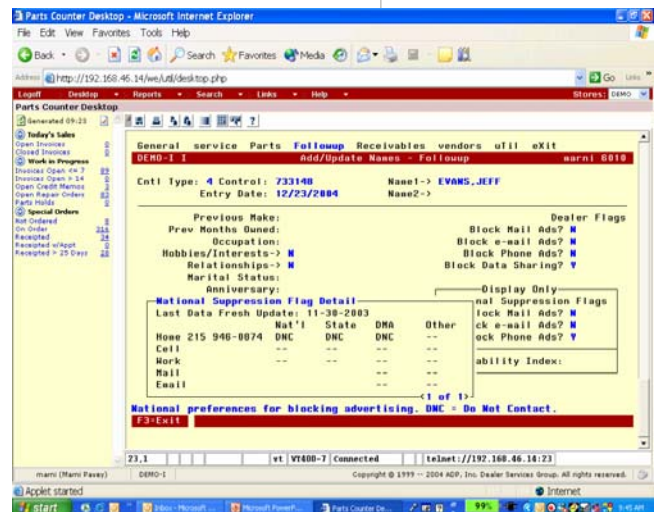
Support Compliance Efforts by Identifying "Do Not Call" Customers

Compliance with the "Do Not Call" regulation is a major priority for any dealership. With combined Reverse Phone Lookup and DataFresh services, customer and prospect phone numbers are checked against both Federal and State "Do Not Call" lists, robust third-party databases and Direct Marketing Association information.

"Do Not Contact" flags are returned with matched records making it easy to identify customers that do not want to be contacted.

With the combined power of Reverse Phone Lookup and DataFresh services you will:

- Save time and improve information accuracy by updating original customer records with current, easily accessible information
- Reduce duplicate record creation if a customer moves or changes phone numbers.
- Help protect your dealership from hefty fines by identifying "Do No Call" customers.



To learn more about ADP's **Reverse Phone Lookup** and other services that can help you develop a superior data management strategy, call (888) 424-6342 or visit DealerSuite.com.

