



How to cut costs, guarantee to answer every phone call and improve profits... without cutting any corners

Discover the powerful customer retention "secret weapon" used by many successful motor dealerships

If you're a motor business owner, manager, dealer principle or entrepreneur, chances are you find it difficult to keep on top of your inbound calls. As a result, you're probably frustrated at the amount of business you're losing. I'd like to introduce you to a cost-cutting, 24-hour call handling solution for your dealership.

The problem with the motor industry? Too much choice.

Missed calls mean lost business. When you can't be available to your customers, someone else will. It can be difficult to guarantee that your telephone lines are always answered efficiently and professionally every time your customers call. From engaged phone lines, to enquiries out of hours or not enough staff to answer the phone: **you're losing out on new business every time you miss a call.** Not only that, but your existing clients are becoming impatient and frustrated.

No customers? No business.

No business can survive without customers, just as no business can **thrive** without loyal and engaged customers. When you fail to provide your customers with the service they need when they need it, **they will simply look elsewhere.**

If you don't have the capacity to hire your own in-house receptionist or to keep your operations open out of hours, a 24 hour call handling service from Motor Answering could be the solution you're looking for. We provide you with a friendly, professional service and keep you available to your customers all day long, all year round, while keeping your costs down.

Not for you? Think again.

80% of first-time callers don't call back or leave a voice message when you miss their call! Missed calls really do mean lost business. When you entrust your calls to a third party, you are also entrusting your company's reputation. You need to know that your calls will be handled in a friendly and professional manner, so that your callers will continue to feel valued and appreciated.

Motor Answering specialise in call handling for the automotive industry. We not only understand your business, but we understand your customers. Answering your calls in your company name, your reputation is in safe hands with Motor Answering's personalised service.

Really think you're not interested in a 24 hour, cost-effective and bespoke call answering solution for your dealership, dedicated to capturing all your sales leads and ensuring you never miss a call? **Cut costs and increase customer satisfaction with Motor Answering's 24 hour service.**

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Who am I and why should you use me ?



I'm Neil Murphy and I'm the UK's expert and leading provider of motor dealership overflow call answering. I specialise in customer retention and improving customer lifetime value to the UK motor industry.

With over 15 years' experience in the motor call handling industry, I am dedicated to your business. Leaving no stone unturned and fully committed to capturing all your sales leads, business opportunities and customer enquiries, I understand the value of your customers for your business.

I know from my own experience, the many business owners who have found difficulty in answering and handling all their calls. After being introduced to Motor Answering, they said,

"I would absolutely recommend the **Motor Answering** reception service to any business who is serious about maximizing customer service"

Paul Alexandre

Managing Director, Acton Coachworks

Motor Answering provide you with **full-time or ad-hoc call answering support** so that you never miss a call.

Having met with hundreds of motor groups , owners , managers and customer service teams I always ask the question "Do you ever get complaints in regards to miss called or long call waiting times?" The reaction is so often "No we don't get those type of complaints!"

This pride turns to shame when they are told that customers don't complain, they just don't come back!

The truth is for many customers it's not in their nature to complain although I know some will without any thought or hesitation.

If you're still with me it then tells me you're serious about enjoying extraordinary success for your business. Read on to find out more about the benefits of a bespoke call handling solution for your company.



How Else Can Motor Answering Benefit You?

Seriously committed to customer care? Determined to cut costs without cutting service? Dedicated to business growth and customer retention?

Motor Answering has the solution you're looking for.

24 hour service

We answer your calls 24 hours a day, 7 days a week, 365 days a year. That means we keep you open even on weekends, bank holidays and Christmas, so your callers know they can always reach you when they need to.

Get peace of mind that all your calls will be handled efficiently and effectively, 24 hours a day.

Personal service

All your callers will be greeted by one of our professional and friendly receptionists, who answer your calls in your company name. Guaranteeing your callers a seamless experience, they won't know the difference between a call handled by Motor Answering and one answered in your dealership.

Giving you a warm, friendly and personalised service, Motor Answering make your customers feel valued in a way that no answering machine can.

Bespoke tariffs

Experts in our field, we fully understand that every business is different. We work with you to create bespoke solutions to fit with your operations and brand values.

Simply tell us how you need your calls handled: from the information you require, to the people we connect the call to.

Analytics and reporting

We provide you with insights on your call volumes and peak call times so you can continue to improve your service for your customers.

Free trial

Please accept my very warm and personal invitation to discover the benefits for yourself by taking advantage of Motor Answering's One-Week Free Trial! See the advantages for yourself with this exclusive offer.



How Does It Work?

Tell us how you need us to handle your calls

When you set up your account, we'll ask you how you would like us to greet your callers and how you would like us to handle your calls. We strive to recreate the experience your customers will enjoy when they come through to your own in-house team, so we work with you to achieve the most **seamless results**.

Set up your call divert

That's it! Once you have set up your divert, just sit back and wait for the phone to ring. If you can't answer it within five rings, the call will automatically transfer to the team at Motor Answering where one of our receptionists will answer in your company name.

We transfer the call

We can act as your remote switchboard service, transferring your overflowed calls to the correct department. If your team are available, we will transfer the call. If not, we will take a message.

We take a message

Whether or not you want us to provide you with remote switchboard services, we can also provide a simple message-taking service. Simply tell us the information you need to obtain from each caller in order to enable you to manage it effectively in your own time.

You receive all your messages as soon as we take them, so you can respond to your callers as soon as possible, or in your own time. We will also send you a full management report and log of every call handled by Motor Answering at the end of every day.



7 Reasons To Implement Your Dedicated Contact Centre Service

Still not convinced? Take a look at these seven reasons you need to implement your dedicated contact centre service today:

1. Stand out from your competitors

With someone on hand to answer all your customers' calls 24 hours a day, 7 days a week, your callers feel valued and will enjoy being able to contact you on their own terms, in their own time. Stand out from your competitors with impeccable service, all year round.

2. Benefit from in-depth analytics, free of charge

Motor Answering offer you comprehensive analysis, fast and hassle-free. The phrase "the knowledge of results improves results" has never been so accurately applied as when it's applied to tracking sales leads, conversions, incoming call response times and, of course, customer retention.

3. Experts in your corner

Our fully-trained, professionally selected dealership receptionists are the motor industry's experts and are dedicated to handling your calls. Your dedicated call handlers understand that customers aren't dependent upon us: we are dependent upon them!

4. Dedicated, expert account manager assigned to your business

You will enjoy a dedicated, expert account manager, assigned to your business! This will prove to be a massive support: always there just as if we were your own in-house contact centre team. Your business life can be so much more with less effort. Let us personally make that a reality for you!

5. Improved lifetime customer value

Don't lose any business to your competitors because you can't get to the phone when they call. Build customer trust and loyalty with your dedicated Motor Answering solution, answering all your calls so your customers feel valued and secure.

6. Just as if we were based in your office

You will feel as if you have your very own profit centre - without the cost. 24/7 cover, 365 days a year, Motor Answering deliver consistency and reliability to your customers on your behalf. Plus, we don't tie you into any long-term, complicated contracts, just a simple monthly arrangement.

7. All your calls answered personally and professionally

Motor Answering help ensure you never miss a call or business opportunity, from new enquiries to existing customers. Your callers will always be greeted by your personal and friendly remote receptionist team. They work around the clock to keep your customers and your team connected. From bookings and appointments to questions and confirmations, never miss another call with Motor Answering.



3 Words: Peace Of Mind

Your decision to invest in an outsourced contact centre solution for your dealership is all about providing lifetime value for your customers and obtaining peace of mind that you will never miss another call.

Personal

Motor Answering gives you peace of mind that you can keep work and play separate because you no longer have to field business calls in your personal time.

Financial

You get peace of mind that you can cut costs without cutting service.

Business

Finally, you win peace of mind that your reputation is in safe hands, as we look after your callers in a personal, professional and friendly manner, 24/7.

Your Investment With Motor Answering

So: Here's the good news

Sign-up before the Early Booking deadline of Friday 30th May at 12.00pm and you will enjoy a monthly arrangement, with no complicated, long-term contracts.

Plus: One-Week Free Trial!

To help you make your decision, take advantage of our one-week, no-obligation free trial.

Or, if you prefer: Full-Month Pilot Offer

Alternatively, if you would prefer to trial our service for a full month, we offer a full-month pilot so that you can really get to grips with what our service offers. Motor Answering will pay for the first two weeks for your trial and you pay for the second two.

Whether you opt for the One-Week Free Trial or the Full-Month Pilot, you will receive a free, in-depth and comprehensive report and analysis of all the calls we take on your behalf (worth £50).



Final Word

The set-up process is really simple: we can have your account up and running within a couple of days of your first enquiry.

Cut costs, improve service levels and stay open to your customers 24 hours a day, every day of the year. **The decision is simple.**

I look forward to meeting you to explore how this customer lifetime value programme can take your business to new levels of success and profitability.

Best wishes,



Neil Murphy
Motor Answering founder

