

CONSULTING
SALES TRAINING
CUSTOMER RETENTION
GROWTH MANAGEMENT

Today's business owners are faced with an increasing demand on their time and little opportunity to apply additional resources without significantly impacting overhead costs.

PBS Managed Services addresses these concerns by offering outsourced management for several customer communication and retention services.

Contact us today to see how we can assist you in improving your current customer retention and provide the tools you need to retain or regain the customer activity you've worked so hard to establish.



MANAGED SERVICES GROUP

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Profit Building Solutions



as part of your day-to-day **Management**

full service consulting
training
retention management

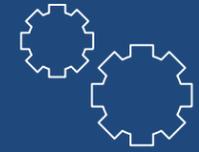


Using Managed Services to build profit

As part of your day-to-day management and strategic planning

PBS Systems has been providing accurate, reliable Dealership software, services and support for more than 20 years. Through our Managed Services group, we use a unique blend of several profit building tools to put revenue in your pocket and help you retain your customers in today's competitive market – with virtually no additional manpower required on your end. We offer strategic methods for improved, effective and efficient operations that are best matched to your dealership. For example, when the cost of outsourcing is less than managing tasks in house, when you need

to free up your time to focus on your core business, or when resource limitations mean you are simply not able to deliver the level of consistent and professional services that you desire. When installed with our service programs in a solution tailored to your specific requirements, your organization will gain increased dealership awareness and recapture lost sales revenue using proven techniques installed throughout North America.



CUSTOM SOLUTIONS

PBS Managed Services can be implemented as a single event program, or as part of a larger business strategy. They can be used independently or combined together to provide a powerful solution to your Customer management and ongoing communication plans.

INDUSTRY SOLUTIONS

- Consulting Services to Sales, Service, and Management
- Prospect Management Tools
- Customer Lifecycle Management
- Skills Assessment and Training Tools
- Cross Media Marketing
- Campaign Planning and Delivery
- Advertisement Monitoring
- Lost Souls Management
- Loyalty Programs
- Personalized Web Pages

flexible solutions for

SALES TRAINING & LOST LEAD MANAGEMENT

CALLTRAK GOLD MONITORING Service – Independent resources audit the way the incoming or outbound calls are being answered. Sales representatives are introduced to the steps needed to successfully negotiate a telephone encounter and book the appointment. When a clear signal to buy is not responded to, or when calls are scored below a pre-set total, the dealership's management team is notified for immediate follow-up or coaching assistance. If just one lost opportunity is reclaimed, the program pays for itself. Available as a self-serve monitoring platform, or as a full-service offering where we provide the ears to listen on your behalf.

SALES ACTIVITY TRACKING – When a full scale CRM is too much, and a paper log is too little, we have the right solution for you.

ADVERTISING MANAGEMENT

CALLTRAK ADVERTISING Management – By applying designated toll-free numbers to specific long term or short term advertising campaigns, dealers are able to track consumer response and gauge which mediums and messages are most affective for the dealership. When combined with our Gold Monitoring service, this total solution provides a full service option for auditing and managing Sales activity that keeps the team accountable 100% of the time.

EVENT CAMPAIGN PLANNING & DELIVERY ON DEMAND SERVICES

QUICKCALL PRO (QCP) – Quickcall Pro is an easy to use web interface that uses the warmth of the human voice with the speed and precision of electronic communication to send a personalized message to a targeted group of customers within minutes and literally days ahead of the competition using more traditional media sources. Designed specifically for on-demand style event activity, and working in tandem with your existing privacy policies, the Quickcall Pro interface can reach as many as 3,000 customers per hour, and requires virtually no manpower to operate while doing the work of hundreds of volunteers or employees. PBS Managed Services can also ensure that your dealership is in full compliance with North American Do Not Call policies, and can provide a database scrub against both the DNC and the Mobile service lists.

EMAIL CAMPAIGNS – Explore the benefit of Email marketing with the confidence that PBS Managed services will take care of everything for you. With over 400 pre-designed templates, we can quickly and efficiently turn your monthly newsletter, event reminder, or VIP invitation around and out to your customers. Spam control checks are part of every design deliverable and ensure you obtain the highest possible delivery rates. Take advantage of package discounts and maximize your campaign response expectations by incorporating a multi-touch campaign schedule (i.e.: email followed by phone).

SCHEDULED CAMPAIGNS & FULL CUSTOMER LIFECYCLE MANAGEMENT

With our Customer First program, PBS uses a combination of cross-media marketing tools including direct mail, voice mail, email and video email to reach out to your sales and service customers. The program is designed to help you keep your name in front of your clients throughout the lifecycle of their vehicle, and is extremely strong at targeting customers who have not been in to the dealership for more than 12-months. By reclaiming many of these "lost souls", Customer First helps the dealership increase their customer retention and AVY (Average Visits per Year). We have several campaigns designed to follow the customer through the sales or service cycles, plus an optional Loyalty/Reward program, and a Personalize Web Page with key information about the customer's vehicle and the dealership available 24/7 for every active customer.



WEB INTERFACES

All of our applications are accessible from anywhere, anytime through your web browser. As a Premier Gold Certified Microsoft Partner PBS enjoys the closest working relationship available with Microsoft. All PBS applications are developed from the ground up to embrace the most current Windows technology.



DETAILED REPORTING

All PBS Managed Services programs include easy to read reporting relating to your return on investment, including (where applicable) inefficient advertising sources, weakness in sales skills, reclaimed revenue, and campaign performance / penetration levels relating to your outbound sales and service activity.

