



autoWALL

More customers, happier customers, engaged customers, profitable customers—progressive dealers are finding them on AutoWall, the first Interactive Customer Community.

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**Putting Your
Customer Back
Into Customer Relations**

Let's look at the impact of the AutoWall from the perspectives of a **customer**, a **sales manager**, a **service manager** and a **dealer owner**.

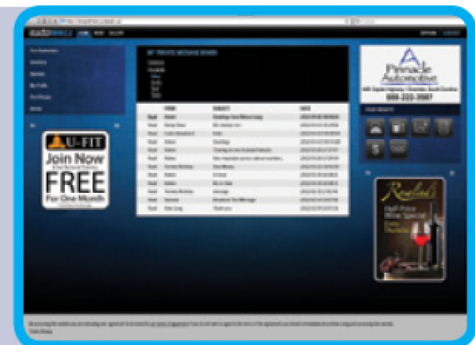
AutoWall In Action

When a **customer** has a problem with her car after hours, she can log in to AutoWall from her smartphone and leave a direct message for the service manager. Both she and her service manager can access her entire service history from anywhere.

A customer in the market to buy or trade can look at the dealer's entire inventory, post messages to a sales consultant, make and receive offers, calculate payments and schedule an appointment. The AutoWall keeps a permanent record of every communication, offer and transaction.

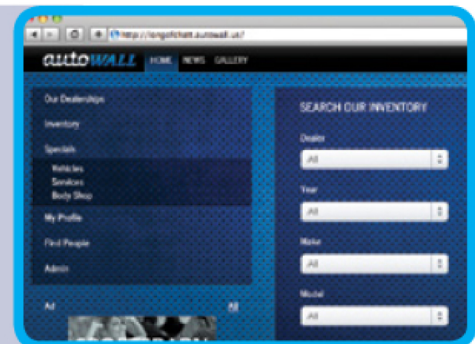


The busy **dealer owner or chief executive** uses the AutoWall multiple ways. Every exchange between customer and employee is archived for his review. Individual customer service records and purchase histories are always at his fingertips. He can communicate easily with any single customer or groups of customers and they can communicate with him. AutoWall is the dealer's finger on the pulse of all his stores, keeping him connected to customers and staff.



The **sales manager** wants to reach his best customers and invite them to a special sales event. Since the AutoWall interfaces with the dealership's existing customer database, the sales manager can quickly build a list of customers by vehicle type, vehicle age, purchase price and more.

Then, the sales manager can send customized messages, invitations, coupons and offers to his varying lists of customers all at one time, or 50 per day, or 1,000 per day—whatever he wants. His customers get emails and texts telling them they have special offers posted on their AutoWall.



For the **service manager**, AutoWall provides the perfect platform to promote seasonal services, brake services and scheduled maintenance. He can set up the AutoWall to post personalized messages to any customer or group of customers.



It is a common problem.

For an automobile dealer, especially one with more than one store or brand, the problem is staying connected to customers in a way that counts.

You have more and more tools—websites, email, CRM, social media—but they really don't help you communicate fully with your customers. In fact, they make genuine communication more complicated.

AutoWall provides the essential two-way conversation between dealer and consumer that attracts customers, builds relationships and increases profitability.

AutoWall is the first and only Interactive Customer Community (ICC) that enables growth-oriented automobile dealers to master four critical areas of marketing and customer relations.

Using AutoWall, progressive dealers are now able to:

- Serve customers better
- Communicate with customers more effectively
- Sell more cars and services
- Address questions and problems in a way that builds dealer reputation, loyalty and repeat business.

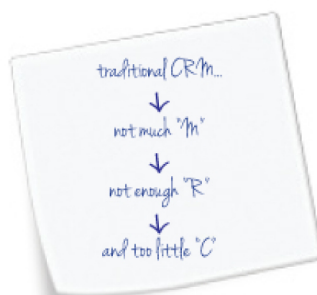
Addressing The Limitations of CRM

Even the best dealers struggle with the complexities and shortcomings of traditional customer relationship management (CRM). There's not much M, not enough R, and too little C.

Management is lacking, because the dealer's own employees find it too difficult or time-consuming to input and use data. Massive customer databases and all their profit potential go under-utilized, or seldom used at all.

The customer is missing too because most CRM solutions promote one-way communication. The customer is just a marketing target. That means there is no genuine relationship. To be genuine, relationships must be two-way.

AutoWall supplies the missing dialogue between a busy dealership and busy customers. Easily and intuitively AutoWall connects the customer to the dealer in a way that creates value to both parties. The result is higher customer satisfaction, long-term loyalty and increased sales in all the dealer's profit centers.



AutoWall provides dealers with:



A simple, secure online tool they can use to communicate with one customer at a time, or any profile of customers found in their customer database.



Integration with the dealer's existing customer databases. AutoWall works with most customer relationship management (CRM) and dealer management (DMS) data systems.



An impressive, robust, flexible web presence that can replace a dealer's existing website, if desired. AutoWall replaces expensive web designers and the cost of programming, maintenance and hosting.



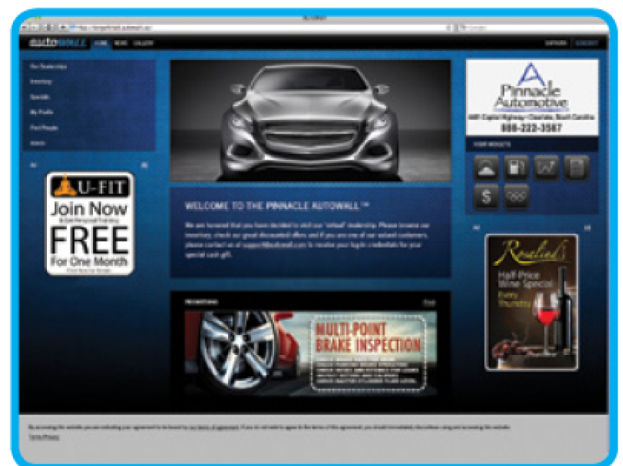
A personalized marketing platform to sell cars, service and parts, and advertise other services as well.



An easy way to receive and **monitor customer feedback**.



A permanent record of every customer encounter to and from every member of the dealer's team.



Reputation management

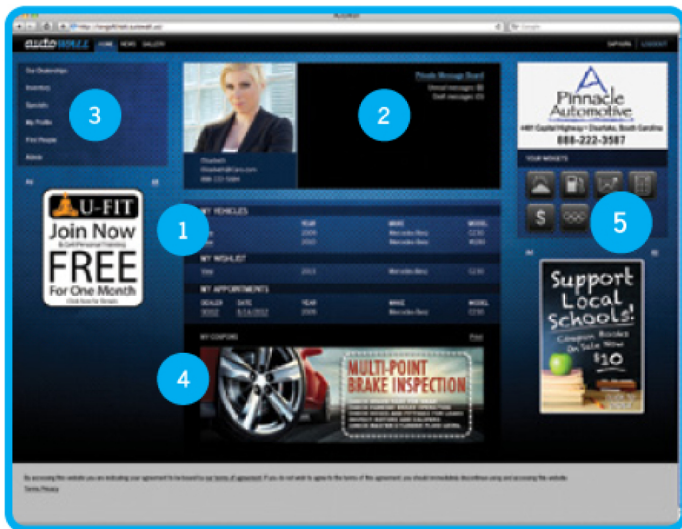
AutoWall helps dealers protect their reputations by giving customers an easy place to post complaints and get a quick response. It provides a private, secure interactive community that helps a busy dealer keep his or her finger on the pulse of critical customer relationships.

More than just protecting a dealer's reputation, AutoWall actually enhances it. AutoWall is progressive, contemporary, and cutting edge. AutoWall is helping dealers change the perception of what it means to be an automobile marketer in the eyes of today's consumer.

The value of AutoWall is that customers love it and use it. AutoWall is attractive because it provides customers with a way to interact with dealers that is as fun and easy as Facebook. Unlike social media, however, AutoWall is secure and it saves them time rather than wasting it.

Check out the customer-friendly applications:

- 1 A permanent record of all their sales and service transactions, all online, secure and available on any computer, tablet or smartphone.
- 2 A direct link to communicate with any sales, service or finance advisor they've encountered during their interactions with the dealership, at any store, any location, at any time.
- 3 A way to view the dealer's inventory anytime, make an offer, set up a test drive or schedule a service appointment.
- 4 Access to special, even personalized, promotions from the dealer.
- 5 Convenient widgets that allow customers to calculate payments, find the cheapest gas and keep up with weather, racing news and more.



AutoWall harnesses the power of social media, the connectivity of the web, the data-driven sophistication of CRM, the simplicity of email and the personalization of a private conversation. In one affordable, flexible, scalable and usable tool, those who buy cars and those who sell them come together in an interactive community to enjoy the missing dialogue that promotes sales, service, satisfaction and success.

A New Source Of Advertising Revenue

It is not unusual for multi-point automobile dealers to have hundreds of thousands of customer records in their databases. As these customers use AutoWall, they represent a large and affluent audience that is attractive to advertisers. In the same way social media sites like Facebook and Twitter earn advertising revenue providing access to their users, a dealer can do the same through AutoWall.

The revenue potential is significant. In most cases, the advertising revenue will far exceed the cost of implementing AutoWall, creating a significant and new revenue stream to the dealer.

The dealer can also use ad space to promote community causes, positive public relations and goodwill.

AutoWall makes it easy for dealers to enjoy this added bonus. AutoWall provides the sales support, targets non-competitive, quality advertisers and then shares revenue with the dealer.

