



Future Proof Your Dealership with a cloud-based business phone system

**8 ESSENTIALS FOR HELPING
YOUR DEALERSHIP THRIVE**



Dealer Phones

Powering Conversations. Driving Dealership Success.



8 Essentials For Helping Your Dealership Thrive

Leading a digital transformation at your dealership doesn't need to be difficult.

If you're planning on modernizing your dealership systems, you've likely been planning, saving, and preparing for a while. But with limited time and finite funds, you've got to make the most of every investment dollar. That includes not only choosing the right technology from Day 1, but also ensuring it will adapt to your dealerships' increasing needs over time. That's the essence of "future proofing" your business – making wise decisions now, so you don't have to retool and reinvest as your business or consumer preferences evolve.

A cloud-based phone system can play a significant role in future proofing your business, whatever your aspirations. Consider these 8 essentials for helping your dealership thrive.

- 1 Contain Spending
- 2 DIY vs DIFM
Controlling Your Phone System
- 3 Scalability &
Integrated Connectivity
- 4 BYOD-
Integrated Mobility for Employees
- 5 24/7 Customer &
Technical Support
- 6 Emergency Preparedness
& Business Continuity
- 7 Building Teleworking
Programs that Work
- 8 Increase Insights &
Power Performance Improvement

*To fuel the competitive advantage of your dealership
read on to see what a cloud-hosted DealerPhones system can do for you...*



1

Contain Spending

With today's hosted business VoIP systems, some of the typical expenses of traditional phone systems don't apply. Business VoIP systems don't require the "closet full of wires" installed at the business— they're hosted in the cloud and managed virtually. And the 'geek' you get to maintain that wonderful closet of wires, can also be free to manage other vital systems instead of spending time managing employee extension changes.

With DealerPhones by Clarity, for example, customers can save 36% on average on their phone bill.*

Savings claim is based on the average monthly recurring charge for unlimited domestic business calling plans from the top three leading ISP service providers. Comparison excludes promotional pricing, fees, surcharges or taxes and assumes a customer already has broadband service. Check your phone bill to determine the savings that would apply to you.

HOW THIS HELPS YOUR DEALERSHIP:

- ✓ Project management included in system set-up costs.
- ✓ No investment in new equipment.
- ✓ Savings and increased functionality.
- ✓ New features added frequently.



2

DIY vs DIFM - Controlling Your Phone System

Another advantage of cloud phone systems like DealerPhones by Clarity is the control that dealerships gain in customizing and configuring the system themselves through secure Admin Portals or simply calling customer support. The days of waiting for your phone vendor to arrive at the business are gone. The days of having to staff phone system management on-site are gone. One call or one click gains you access to control your full voice, video and text messaging across all your dealership locations.

Clarity's customers can now make changes themselves or call a support number to have changes made for them virtually. Do it yourself, or we'll do it for you – you choose.

HOW THIS HELPS MY DEALERSHIP:

- ✓ No waiting on a phone company technician.
- ✓ Free on-site staff to run other office systems.
- ✓ Customize features & settings via Clarity's Admin Portal.
- ✓ Friendly, experienced assistance is just a click away.



3

Scalability & Integrated Connectivity

Cloud phone systems are designed to grow with your business. For example, adding a phone line is as simple as requesting it by email or phone. Also, with Clarity's cloud-based DealerPhones service, your dealership can quickly expand – whether it is to a new showroom in a different city or to expanded collision repair or automotive service centers. As long as locations have access to high-speed Internet, cloud-based systems allow all sites to be seamlessly connected.

With traditional systems, on the other hand, the option of tying multiple dealership locations together is either unavailable or done through a complex – and potentially costly – networking scheme.

HOW THIS HELPS MY DEALERSHIP:

- ✓ Easily add new lines, users and/or activate features.
- ✓ No costly build-outs or complex multi-site networking schemes.
- ✓ Plug into high-speed Internet for service anywhere.
- ✓ Employees seamlessly support multiple locations from anywhere.



4

BYOD - Integrated Mobility for Employees

This is a big one. In cloud communication systems like Clarity, mobile devices (cellphones and tablets) are just another endpoint within the same phone system. This is accomplished by accessing Mobile Apps utilizing WiFi or cellular connection to the cloud. With integrated mobility, calls generated on the Mobile App are recognized on Caller ID as calls from your dealership, and employees get seamless access to the phone system while on the go.

You can choose to pass caller ID information to mobile devices or protect your prospect data. It's a winner for your on-the-go employees and for your dealership's BYOD (bring your own device) policy as a whole.

HOW THIS HELPS MY DEALERSHIP:

- Remote employees stay connected by an integrated phone system.
- Appear as if you're in the office, wherever business takes you.
- Mobile Apps are free thus making BYOD policy management easy.
- Choose to pass caller ID or have prospect protection.



5

24/7 Customer & Technical Support

Cloud-based phone systems are managed virtually, instead of on-site at your dealership location. So, if customers should ever experience technical difficulties, they can simply contact us and have the issue corrected virtually and quickly. Companies like Clarity also understand the benefits of in-sourcing support.

Our USA based technically certified support staff is available for consultation or how-to instruction. It's an efficient way for your telephone system, security, updates, and user training to be managed, allowing your teams to spend more time helping customers. Mastering the many features and operational improvements of their business VoIP system are made easier with centralized assistance.

HOW THIS HELPS MY DEALERSHIP:

- ✓ Centralized support stand ready to assist with set-up, features or questions.
- ✓ Technical service is virtual- no phone vendor visits are required.
- ✓ Training and online tools help you learn the system.
- ✓ System maintenance, security upgrades and features are always up to date.

6

Emergency Preparedness & Business Continuity

No business can afford extended downtime, especially a dealership. Today's cloud-based phone systems allow dealerships to better respond to unexpected situations. If a storm prevents employees from making it to the office, managers can instantly redirect calls to other facilities or employees can also control their own extension from their online User Portal or via their Mobile App. If telecommuting was planned in advance, such as COVID shelter in place requirements, employees can even take their desk phones home and plug into the personal high-speed Internet - taking their office anywhere.

If the dealership should ever lose power or Internet connection, calls can failover automatically to access 4G LTE Internet or instantly reroute to personal devices, including laptops, tablets or cellphones. The business continuity of a cloud phone systems allow a dealership to ensure they are better prepared for whatever comes their way.

HOW THIS HELPS MY DEALERSHIP:

- ✓ Keep your business running through unexpected and changing conditions.
- ✓ Calls can be seamlessly rerouted should you lose Internet or power.
- ✓ Direct or forward calls at an admin or individual level.
- ✓ Failover to alternative Internet, monitor network performance and more.



7

Building Teleworking Programs That Work

As work-from-home programs increase in popularity, employers are finding remote working arrangements can be extremely productive if appropriately managed. Cloud-based phone systems like DealerPhones by Clarity can be instrumental in helping telecommuting programs work for both employees and managers.

Cloud systems are "plug and play," meaning employees can actually take their office phones home, plug into the Internet, and use them the same way they do back at the office and managers have all the same tools to monitor conversations. Some work-from-home employees may prefer to use their Mobile App to get the same connectivity – it's their choice. For more and more employees, "the office" is wherever they are, thanks to cloud-hosted phone systems.

HOW THIS HELPS MY DEALERSHIP:

- ✓ Take your desk phone home and simply plug it into the Internet.
- ✓ Access secure softphone functionality through online portal from anywhere.
- ✓ Mobile Apps keep you tied into the business phone system.
- ✓ Track employees' call activity wherever they are- from wherever you are.



8

Instant Analytics for Real-Time Decisions

High performing dealerships are the ones who choose the right tools to power their success and improve decision making through data-driven business insights. With DealerPhones reporting, you can see at-a-glance how successful marketing dollars are and measure the effectiveness of your teams. You'll receive visually compelling business intelligence at a glance which can be integrated with your DMS systems such as VinSolutions, eLeads and more. Save time with easy to use, real-time scheduled & custom reporting.

Gain an immediate competitive advantage. Reports highlight opportunities to enhance business performance. Use data to help drive your decisions. Reports include:

- answer times, hold times
- missed calls, abandoned calls
- # of rings before an answer
- # of transfers to answering service
- # by marketing tactic used
- unreturned voicemails
- ...and more!

HOW THIS HELPS MY DEALERSHIP:

- ✓ Know what marketing is working. No need to pay extra for call tracking.
- ✓ Understand when callers go to voicemail and how quickly calls are returned.
- ✓ Track employee call activity. Know when sales need more prospecting activity.
- ✓ Improve staffing and scheduling..



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What's Best For Your Dealership

The idea of “future proofing” your business definitely requires foresight. Fortunately, today’s cloud-based phone systems are equipped to help your Dealership business systems work together efficiently, helping you grow and prosper.

Improving customer communications is top of mind for every dealership today. We are experiencing unprecedented changes in consumer behavior as health concerns create the need for touch-less transactions, virtual visits and home-based pick-up or delivery demands. Cloud systems must be considered, not just for the new capabilities they bring, but for the challenges they help to solve today (and tomorrow). Find out how Clarity’s DealerPhones service can help your dealership stay ahead of the competition and adapt to whatever future changes may come.

We're Not Here to Sell You, We're Here Future Proof Your Dealership

We could go on all day, but we're less interested in selling you on us than we are in helping you make the most of your client interactions while reducing operational cast.

Let's take the next step and have us give you a quote. There's no obligation. We won't pester you to close the deal. We just want the opportunity to show you how we can help you by upgrading your phone system.

REQUEST A
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POPULAR
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SCHEDULE
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Have questions about how other dealerships are working with Clarity?
Check out these [automotive success stories](#).



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