



CRM Contact Centre

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Making 30,000 calls to customers every month, generating \$992,981 on average in revenue for dealerships.

Pentana Solutions' very own in-house contact centre has been making calls to customers on behalf of dealerships for 12 years. With over 30 professional administration employees working tirelessly to alleviate the day to day tasks from dealer's hands - the CRM Contact Centre is able to save dealerships valuable time and money.

The CRM Contact Centre delivers premium marketing services through various mediums: print, telephone, SMS and email. With a 74% success rate in reaching your customers, the ROI can be seen almost immediately.



On average, our CRM Contact Centre successfully enters over 2,000 bookings on behalf of dealerships every month resulting in almost \$1 million in revenue.

Customer Communication

The CRM Contact Centre delivers over 8,000 surveys every month for dealerships around Australia - passing on the feedback back to the dealers after completion. Pentana Solutions finds out exactly how your customers are feeling right after a sale or enquiry. The CRM Contact Centre gives you the insight needed to follow up lost sales and ensure active customers don't go elsewhere.

But why stop at surveys? We also implement service reminders, anniversary calls, customer appreciation SMS's, warranty reminders and more. All going the extra mile needed to stay ahead of the competition and leave a lasting impression on your customers.

Over 2,000 bookings made every month. Over 74% success rate in reaching all of your customers.



Professionalism

With 12 years of experience, our CRM Contact Centre knows the ins and outs of reaching out successfully to your customer base. Our professional callers are trained specifically in the automotive industry and put through rigorous training to ensure we take only the utmost care of your relationships.



Customer Rapport

With so many calls made every month, our employees develop a caring relationship with your customers - creating a positive rapport and a sense of care on your behalf. You can trust our well-trained staff to give only the best impressions that ultimately increase your dealership satisfaction and service retention.



Updated Database

Every month over 5,000 database updates are made for dealerships. The updates are seamlessly integrated in real-time to the DMS, freeing up dealership staff to spend time elsewhere.



End of Month Reports

We provide detailed reporting for every marketing campaign and survey delivered throughout the month. We do the analysing for you - saving you tedious work and providing a more efficient end of month process.

About Us

The CRM Contact Centre is part of a bigger picture. For 40 years, Pentana Solutions has pushed the automotive envelope through innovation, cutting edge technology and industry changing invention. We think outside the box. We push the boundaries. And we never stop developing for the future.

Why? Our customers. Our passion for the industry and our expertise in the field drive us to always look for the next opportunity. Through customer collaboration and 40 years of industry knowledge, we work around the clock to ensure our customers' businesses operate more profitably.

With a global footprint spanning more than 100 countries and 50,000 users – we're driven to deliver innovative solutions that transform the way you'll work tomorrow.



For your nearest office please visit www.pentanasolutions.com

Australia - Netherlands - United Kingdom - Italy - Thailand - Philippines - China - New Zealand - Switzerland

