

Sales **EDGE**[®]

PhoneEDGE[®]



Powered by
OPTIONSOFT
Technologies, Inc.

80% of Prospects Call before Visiting Your Dealership

Are poor phone practices costing you customers? Our PhoneEDGE[®] solution not only performs phone number provisioning and caller data capture, but also ensures that phone calls are handled properly. PhoneEDGE is a complete management tool designed to track phone-to-showroom conversion rates, monitor advertising sources, and encourage phone sales best practices.

Inbound

Reduce ad cost per sale by digitally recording and storing incoming calls for sales coaching and quality assurance. PhoneEDGE ensures qualified leads are managed professionally to help you increase sales.

- Increases marketing return on investment
- Identifies revenue opportunities
- Converts more callers to buyers
- Tracks marketing sources
- Updates Phone Lead log in real time

Outbound

PhoneEDGE enforces customer follow-up best practices and prevents mishandling of calls that can result in a damaged reputation and drive away potential buyers.

- Predictive queuing of targeted contacts
- Initiates daily call-back process
- Records all outbound calls
- Works from any phone, anytime, anywhere
- No additional hardware investment

Get more customers off the phone and into your showroom!

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