

# CM*Success!*

A publication of Customer Management Systems  
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CUSTOMER MANAGEMENT SYSTEMS™

CONNEX™

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## MESSAGE FROM THE PRESIDENT

In today's uncertain business climate, your long term Customer Relationship Management strategy is more critical than ever before. There's no doubt you are going to have to work even harder in the future to attract and keep a profitable customer base.

In this issue of *CMSuccess*, you'll discover how CMS can help you do this. You will learn about the newest version in our Series 7 product enhancements, *CRcontact 7.1*. This exciting new product will introduce you to communication packages that include emails and premium postcards. You can select the package that works best for your dealership. We are also launching our enhanced website, [www.cmsdealer.com](http://www.cmsdealer.com), where you can access MyCMS, a password-protected webpage to help you manage information specific to your dealership. From this page, you can view and print reports as

well as review important information about your program.

The enhancements listed above are just the beginning. As you will read, we are in development of *CMprospect*, a product to help you follow up with your walk in, phone up or Internet leads. This will be available during the second quarter of this year. And we are also beginning to explore our next version of our retention product, *CRcontact 8.0*. This will utilize the Internet even more to make our programs as user friendly, efficient and convenient as possible.

We continue to look for ways to increase the value of our programs to make your business decisions easy. We understand the importance of having you as a customer and look forward to our continued business relationship. ●

## CR*contact* 8.0

As we look for innovative ways to make it easier for you to manage your CONNEX® product suite, we are already researching our next version of *CRcontact 8.0*.

*CRcontact V8.0* will enhance the features of MyCMS to help manage your programs directly on the web. It will provide the benefit of outsourcing your customer retention and acquisition programs, while having the technology to access your data and control your programs from anywhere and at any time.

We are researching the features considered most useful and are developing a product concept to test with dealerships and salespeople. This will allow us to deliver a solution that will give you the utmost in flexibility and features. We will conduct focus groups as well as interviews to gather data and insight. We invite you to be one of our featured dealership!

Stay tuned for more information in the upcoming months. ●

## ANNOUNCING CR*contact* 7.1 AND MYCMS

Customer Management Systems™ recently announced the launch of *CRcontact 7.1*. This enhanced version of *CRcontact* enables you to select specific communication packages that include letters, email and premium postcards.

These options enhance communication with customers who have completed a new or used purchase or those who have a lease. The rotation of different pieces increases the impact of your message and the likelihood of repeat customers.

Your dealership also has access to a personalized, password-protected webpage, MyCMS, within [www.cmsdealer.com](http://www.cmsdealer.com). MyCMS allows you to more effectively manage your CMS programs on the web. You can track updates and maintain convenient communication with your service representative. You can also learn about additional products that are complementary to your cur-

rent programs.

MyCMS also provides links to a section called Connexion. From this page, you can access MyReports and MyPackages. These tools will further ease the management of your programs. Reports can now be printed directly at your dealership and if a report is misplaced it can easily be reprinted from MyReports. MyPackages allows you to review the communication package you are currently using, along with specific communication pieces. We will continue to add operational features to Connexion to help you manage your program.

Ask your service representative how your dealership can begin using all of the benefits of *CRcontact*.

Visit our website and tell us what you think! ●

## INTRODUCING *CMprospect*

You receive many contacts from prospective customers either from walk-ins, phone calls or the Internet. Sadly, these leads are not often pursued. In fact, according to NADA, 90% of all prospects are never contacted by a salesperson after leaving the dealership. We will soon introduce *CMprospect* to help you turn more leads into sales.

This product will provide a choice of communication packages that includes emails, premium postcards and letters. As an additional option, an initial phone call can be made to help qualify the hottest leads.

On a daily basis, you will receive a report with information about these prospective customers to facilitate the follow-up

process at your dealership.

You will also be able to review and print these reports from your personalized, password-protected MyCMS web page found at [www.cmsdealer.com](http://www.cmsdealer.com).

Look for more information about *CMprospect* in the coming months. ●

## DEALERSHIP HIGHLIGHT JOE STAFFILINO'S KEY TO SUCCESS

In 1981, after working for numerous car dealerships, Joe Staffilino decided to buy the Chevy store located at 900 South 4th street in Martins Ferry. This facility provided a bigger showroom, a larger service department and a body shop. He has spent 26 years at this location delivering on all of his customers' needs.

Today Rich Vince serves as the General Manager with a staff of five sales people. The dealership has won numerous awards in the past seven years for outstanding sales and service from the Chevrolet Manufacturer. Rich is proud of this accomplishment and believes that the key to success is to take care of your customers not only during the sale, but also after the purchase. He has proven that by doing this for each and every customer they will return and recommend his service to others.

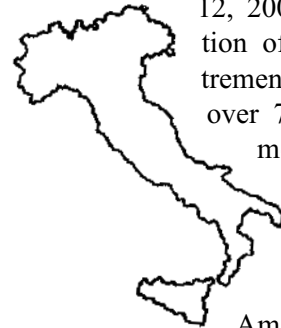
In 2005 Joe opened a store in Stuebenville to house not only Chevrolet but also Cadillac. Three years later the growth at this location has been exceptional.

Joe Staffilino II, Manager of this location, believes this store has done well because he treats all his customers as family. He has inherited this philosophy from his dad, for whom he works now after becoming familiar with every department.

Joe and his staff of four ensure that all his customers are completely satisfied from sales to service. He also believes that personal touch must be implemented throughout the dealership. Lastly, he believes that there isn't a deal he can't make. ●

## CMS EXPANDS TO ITALIAN MARKET

Customer Management Systems™ exhibited at the NADA Convention in San Francisco from February 9-12, 2008. The 91st edition of the event was a tremendous success with over 700 exhibitors and more than 24,000 national and international attendees!



Among the international visitors was a delegation of 105 Italian dealers. CMS established ties with some of the Italian attendees and was invited to exhibit at Dealer Day, the largest automotive convention in Italy and Europe. Over 1,900 attendees are expected, with some 60 national and international guest speakers and a record number of 800 dealers.

Dealer Day celebrates its fifth year and will be held in Verona, Italy on May 21 and 22, 2008. CMS will be exhibiting with its Italian venture partner, TD Group (Pisa, Italy), to introduce US solutions for the Italian automotive market.

To follow our progress on the Italian market, visit our website, [cmsdealer.com](http://cmsdealer.com), for updated information.

