

# GLOBAL CONNECT

## The Key to Retention

What if there was a way to improve the likelihood that a customer will return to your dealership – a way to maintain contact, boost efficiency and profitability in your service department, and increase repeat business?

Global Connect is the way. With this 100% web-based voice messaging system, you can reach customers quickly and cost-effectively with a prerecorded voice message, email or text message. Using Global Connect, you can reach new customers – and keep them for life.

## Loaded with Extras

### 100% web-based

No hardware or software is required to use the system.

### Data importing and exporting

Global Connect is designed to interface with all major Dealership Management Systems.

### Secure file transfer and storage

The information security and confidentiality standards provided by Global Connect have earned the company the American Institute of Certified Public Accountants' SysTrust seal.

### Custom messaging

From celebrity endorsements to birthday messages from your salespeople, Global Connect makes it easy to send personalized messages to your entire database, or to a targeted segment of your list.

### Real-time, detailed, customized reports

Track the progress and effectiveness of your campaign with real-time, customized reports.

### Automated, comprehensive service

Once you decide to use the Global Connect system, we take the wheel. Benefit from the system without the time and effort of day-to-day administration.

### Introduction and opt-out feature

Our first communication with your customers is an introduction to the voice messaging system. Designed to establish the credibility of the system and maintain the integrity of your database, this introductory call offers each call recipient the opportunity to opt-out of future calls.



GLOBAL CONNECT

Strategic Voice Messaging

888.421.4151 • [auto@gc1.com](mailto:auto@gc1.com) • [gc1.com](http://gc1.com)

THE OPTIONS COME STANDARD

**\$475**  
per month

Unlimited service reminders/confirmations

Unlimited email

Up to 500 text messages

Detailed campaign reports

Seamless integration to most dealer management systems

Live customer support 24/7

Plus **FREE INTRODUCTION BROADCAST WITH OPT-OUT FEATURE**

And **20,000 ANNUAL BONUS CALLS**

Use your bonus calls to further boost profits with:

CSI prep calls and surveys | Welcome calls

Birthday messages | Lease renewal

notifications | Customer satisfaction surveys

And more

## Global Connect **Drives Service**

Send service appointment notices and reminders

Contact customers to reschedule missed or cancelled service appointments

Offer discounts or other enticements for service visits

Deliver Thank You messages after service appointments

Contact customers with suggestions for seasonal maintenance

Provide clients with recall notifications

## Global Connect **Drives Sales**

Contact customers with information on new models

Make a welcome call congratulating a customer on the purchase of a new vehicle

Notify customers of lease renewal dates

Inform customers of dealer events, such as tent sales, using customized messages

Offer promotional rates or other incentives for new car purchases

Conduct customer satisfaction surveys

## The Easy Way to Drive

### **BUILD YOUR BRAND**

Reach customers regularly with branding messages.

### **DRIVE LOYALTY AND RETENTION**

Maintain top-of-mind awareness and increase likelihood of service visits.

### **INCREASE REVENUE**

Boost service department profits and repeat business.

### **IMPROVE CSI SCORES**

Increase customer satisfaction with frequent communication.

### **INCREASE STAFF EFFICIENCY**

Reduce wasted time by reducing service cancellations and no-shows.

### **REDUCE MARKETING EXPENSES**

Use Global Connect to replace or augment other marketing methods.

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