



bridgeSpeak® AR

Don't Just Talk to Your Customers— *Interact!*

Unlike traditional communication methods, bridgeSpeak® AR (Automotive Retail) lets you do just that by handling outbound and inbound calling using world-class speech recognition technology from Microsoft®. It interacts with your customers with virtually no extra work for your employees. It automatically closes the customer contact loop!

The Traditional Way

Direct Mail

Printed mailers sent to a home address

- Slow; non-interactive
- Too often finds its way to the trash
- Typical response rates are between 1 and 3%*



E-mail Text Messaging

Electronic messages to a personal computer

- No personal interaction; doesn't allow for live dialogue
- Often incomplete or inaccurate e-mail addresses
- Typical response rates are near 1%*



1-Way Phone Messaging

Voice messages over the telephone

- Permits personalized messages — but isn't interactive
- Doesn't allow for immediate customer response
- Typical response rates range from 4 to 5%**



The bridgeSpeak Way

Interactive Voice Response (IVR)

Two-way, interactive voice response messages over the telephone

- Interact with your customers; two-way communication allows for immediate response
- Business Development Center by itself or as a perfect complement to your existing business development efforts; bridgeSpeak AR handles calls and enables customers to talk to you immediately
- Target people, not answering machines; your dealership phone number on caller ID, interactive speech, and your employees generate results
- Response rates often exceed 50%***



Stop talking and start interacting!
Discover the power of two-way, voice-response communications by calling bridgeSpeak today.

Call Toll Free: 888-588-1022

bridgeSpeak™

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Microsoft®
CERTIFIED
Partner

* According to Gartner Research ** According to Broadcast Solutions ***According to DMA Response Rate Study
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