

SMSLink

Advanced ERA Messaging



Another Pentana Solutions CRM Solution

SMS Your Customers

Increase Revenue and Customer Retention

SMSLink makes communicating with your customers via their mobile phone simple. This clever form of marketing delivers to your business a cost effective, efficient contact method. Increasing retention and revenue for your dealership, SMSLink provides an unobtrusive contact with your customer, delivering your message in a clear, fast manner.

SMSLink is a fully integrated messaging system. With integration into service appointments, appointment reminders,



Repair Order close out and ReportWriter, all messaging can be performed from within ERA, removing the labour content to export or import files into third party software.

As SMSLink is totally integrated with ERA, all messages can be sent automatically at a daily designated time without any human intervention. SMSLink has the ability to assign personalised templates, linking them to specific areas of the system allowing



contact to be made with a large number of customers in an instant. You can also utilise the Microsoft mail merge technology merging multiple customer records into one single SMS message, personalising all.

Super Benefits

- SMS messages are sent directly from ERAnet
- All messages sent are recorded on your customer's entity file
- Details such as date, time and reason for message are captured in ERA
- Your staff are immediately notified if the message cannot be sent
- SMS Messages can be scheduled to send automatically overnight
- Modifiable templates enable bulk or personalised messages to be sent
- Intuitive, with very little training required

Fast Facts

Use SMS for the following CRM activities:

- Service forecast reminders
- Service campaign notifications
- Warranty expiry reminders
- Service promotion specials
- After service CSI follow-up
- Parts in stock notification
- New model release
- Special event marketing
- New and Used vehicle sales follow-up



Return On Investment:

Industry analysts say SMS is one of the most effective marketing tools in the world today. The cost to a dealer of a 'no show' in the service department is approximately \$300.