



OAISYS Tracer Quality Assurance Software Helps Drive Auto Dealer Success

Recently On Display at NADA 2009, Tracer Supports Customer Retention and Revenue Protection Efforts

Tempe, Ariz., February 18, 2009: Tracer, the award-winning professional interaction management software from OAISYS[®], an industry leading provider of call recording solutions for small- and medium-sized businesses (SMB) and call centers, is helping automotive dealerships across the nation to overcome the challenges of a weakened economy and decreased auto sales.

As many auto dealers become increasingly focused on survival versus profitability, the need to improve and preserve customer service levels across all facets of their operations is critical. Tracer enables dealers to easily monitor and track their phone-based interactions with customers, providing an effective means of improving overall team performance through call evaluation and coaching.

Revenue from the service side of auto dealer operations has become particularly vital to compensate for the loss of income created by the drop in new car sales. Superior customer service is essential to prevent customers from making the move to an independent service provider or even to a competing dealership. Tracer allows dealers to proficiently manage quality of service and easily resolve service department disputes, ensuring dealership credibility and Customer Satisfaction Index scores remain strong.

Additionally, Tracer provides insight into the effectiveness of dealer advertising campaigns through its customizable reporting features that pinpoint where calls originated from and as a result of which campaign. This feature allows dealerships to allocate their marketing dollars in the most efficient manner, ensuring maximum return on advertising investments.

The Tracer solution was on display to demonstrate these features at the 2009 National Automobile Dealers Association (NADA) convention recently held in New Orleans January 24-27. Mitel[®], a leading provider of unified communications solutions, featured Tracer within their booth on the show floor of the NADA conference, the world's largest auto dealer gathering.

Tracer, working in tandem with Mitel's award-winning unified communications portfolio, delivers simple and flexible solutions that enable auto dealers to reduce costs, improve business processes and increase customer service.



“Now more than ever, auto dealers are looking for ways to protect and strengthen their business operations so that they are positioned to thrive. OAISYS and Mitel offer the solutions that make that possible, with a unique focus on customer retention, revenue protection and cost savings,” said OAISYS president Brian Spencer.

“By combining Mitel’s Unified Communications Solutions with OAISYS technology, automotive dealers are equipped to improve the efficiency of their business operations and continue to enhance the quality of customer service they provide,” said Steven De Korne, Mitel U.S. vice president of marketing.

For more information on how Tracer benefits auto dealerships, please go to http://www.oaisys.com/downloads/tracer_auto_dealership.pdf.

About OAISYS

OAISYS (www.oaisys.com) is a premier developer of customer interaction solutions for small-to medium-size businesses and call centers. Our solutions help companies attract and retain customers by digitally capturing customer interactions for simple retrieval, playback and management through intuitive interfaces to fit various user needs. We integrate with leading telephone systems to provide a communications solution that enables companies and employees to communicate more quickly, easily and efficiently.

About Mitel

Mitel delivers flexibility and simplicity in smart unified communications solutions and applications for organizations of all sizes. Combined with a full range of managed services that include voice and data network design and traffic provisioning, custom application development, and attractive financing options, Mitel is reinventing how successful organizations gain competitive advantage by easily collaborating and communicating over distance and time with customers, colleagues and partners. Mitel's (www.mitel.com) U.S. headquarters are in Phoenix, Arizona. Global headquarters are in Ottawa, Canada, with offices, partners and resellers worldwide.

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