

NTS

National Tech Solutions has been providing car dealership with IT support for the past 20 years. We are always on the hunt for the latest IT tools to help dealerships get the most out of their technology while helping reduce cost and providing a competitive edge from the competition.

One aspect of the dealership that is overlooked, which is the lifeblood of the dealership, is the phone system and call tracking capabilities. Traditionally, dealerships are still using old premised based PBX system or simple cloud-based system with 3rd party integrators. While this may seem to work, it is costly, not effective and a huge pain to manage. With hundreds of DID's to manage and multiple layers of call forwarding and sales people handing out their personal cell phone numbers to communicate with their customers. It causes confusion not only internally, but also for customers.

At National Tech Solutions, we knew there had to be a better system to simplify management, customer interaction and employee satisfaction. After looking at multiple solutions, we found the Jive/Purple Cloud solution to be the superior solution based on many factors. Being both a Jive and Purple Cloud partner and having the experience of the interworking's of a successful car dealership, we are able to help dealership design and implement a state of the art phone system that will give dealership a competitive edge over the competitors.



Solutions

Purple Cloud is currently the only company in the automotive space that combines chat, text, call tracking in a single platform making it one of the fastest growing automotive vendors. Jive's Purple Cloud integration provides the easiest to manage and most effective call tracking at half the price. The Purple Cloud Jive integration is unique in that Purple Cloud acts as an analytics layer that sits on top of Jive as opposed to forwarding phone calls through its own DID's, as is traditionally done in call tracking. Most auto dealers are spending upwards of \$2000 per month on call tracking and call tracking providers essentially provide the same technology as a Jive phone system (i.e., Dealers have a managed PBX and a bunch of DID's through Jive for their phone system and a

managed PBX and a bunch of DID's through their call tracking provider)--it is a waste of money, tough to manage and provides limited analytics.

With Jive's Purple Cloud integration it provides fully integrated call tracking, texting and chat at half the cost. All inbound and outbound calls are recorded and analyzed with best-of-breed call tracking features including human review, appointment detection, transcription. Calls are then posted to Purple Cloud's extensive set of integration partners including DealerSocket, eLEAD, VinSolutions and CDK. Purple Cloud's platform deeply integrates with Jive so there are no separate call tracking phone numbers, no employee phone ID's to type in, no required click-to-call widgets and all numbers are textable. Texts can be responded to in Purple Cloud's market-leading dashboard for handling text, chat, Facebook messenger and more.

Features

Free to try

Purple Cloud is offering free reporting for a limited time, so the customer can query and listen to their call recordings in Purple Cloud's interfaces. After the setup of the reporting, a training session is provided in which they explain how to use the reports and the benefits of signing up for the complete solution to see this data in their CRM and other analytics packages. No other call tracking company in the automotive space offers a trial, in fact most require a 1-year contract and at a minimum 3-month contract. Purple Cloud contracts are month-to-month so zero risk.

All in one place

The Purple Cloud Jive Integration allows auto dealers for the first time ever to have their phone system, call tracking, texting, chat, Facebook Messenger, Google click-to-text, video chat, co-browsing and all forms of communication in a single platform. All DID's created in Jive can be enabled for texting and those texts can be responded to in Purple Cloud's dashboard which lets them respond to chat, text, Facebook messenger and more. Purple Cloud also offers 24X7 chat/text answering service for capturing lead info and pushing that info into the CRM.

Set it and forget it

Dealers goes into their Jive configuration console to purchase DID's to place on their various marketing sources (i.e., Facebook, Autotrader, etc.) and setup extensions for their employees. Instantaneously all of those numbers and associated names show up in Purple Cloud reporting and downstream integration partners including Dealer-Socket, eLEAD, CDK and many many more.

Simply perfect

No separate tracking phone numbers. No required click-to-call widgets. No typing in of employee ID's at the end of a call. No creating or updating phone numbers with your call tracking vendor. Every inbound and outbound call is tracked regardless of how you make it or what number it is received on. Purple Cloud even knows which extension the call was forwarded to and which employee answered it without them entering their ID.

Click to call like no other

Jive's, Purple Cloud's, your CRM's or any click-to-call technology can be used interchangeably, or you can simply pick up the phone and dial. All calls inbound or outbound are automatically tracked.

Fast

Calls show up in the Purple Cloud reporting and CRM and analytics platforms in less than 2 seconds. Purple Cloud's integration does not rely on CDR data files which appear only every 30 minutes. Purple Cloud's integration is real time so the sales people at auto dealers will

see their completed calls instantly after hanging up the phone. This allows sales people to make their calls and have their outbound call tasks automatically marked as completed. This instant gratification makes all the difference; without it the sales people don't make their required calls and the dealers sell far fewer cars. Additionally, call tracking systems usually add a delay to the call as it is forwarded from the call tracking PBX to the auto dealer's phone system PBX--there is no delay with the Jive Purple Cloud Integration since Purple Cloud is an analytics layer that sits on top and does not affect the call flow.

Flexible

Dealers can use Purple Cloud's click-to-call technology, Jive's technology, the integrated click-to-call functionality of the CRM or simply pick up the phone and call a customer. The call is tracked regardless. No call tracking company can do this; even Purple Cloud can't do this except for customer's using Jive as their phone system.

Easy

Auto dealers struggle to manage their 100+ DID's with their phone system and an additional 100+ DID's with their call tracking system. Dealer's often mistakenly place internal (i.e., non-tracked DID's) on websites and fail to track calls or have a phone issue or configuration change and don't know which vendor to call. With the Purple Cloud Jive integration, dealers have one set of DID's in Jive and they are all tracked. Purple Cloud is an analytics layer that sits on top with no additional setup required.

Accurate

Traditional call tracking systems have no visibility into what extension answered the phone call. These old outdated call tracking systems like CarWars, Who's Calling and CallSource, have to have a human being listen to the call to record who answered the call or have the employee type in their phone ID after every single phone call (something most dealers end up not doing). Purple Cloud knows exactly which extension and employee answered the call without the employee entering any ID. No call tracking company can do this; even Purple Cloud can't do this except for customers using Jive as their phone system.

Mobility

Traditional, sales people are tethered to a desk so they make sure they aren't missing calls from customers. With Jive's mobile client, sales people and employees are no longer tethered to their desks and have the freedom to take calls anywhere as they can make and receive call right from their cell phone with the installed Jive app. All calls are tracked in the Purple Cloud system just as if they were calling from their desk phone. Freedom at last!

Less Expensive

Because we have cut the costs in half (normally dealers pay for a phone system with DID's and a PBX and a call tracking system with DID's and a PBX) to one phone system, we are able to cut the costs in half.