



Are you getting the most from XSELLERATOR™?

We want our customers to take full advantage of all of the features and benefits of XSELLERATOR (after all, that is why we build them!). We've decided to begin a concentrated effort to improve the utilization of the software across our dealerships. Over time you will see a number of initiatives from us towards that goal. Right now, we are considering the development of an automated dealership utilization survey that will allow us to determine, by department, which features are utilized in XSELLERATOR. Some ways we may accomplish this are:

- Automate the analysis by using the data in the system to indicate how well your dealership(s) utilize the features. For instance, for service notices, we could report back how many are sent out, how many appointments and work orders are generated and total the amount of additional dollars of customer pay work generated.
- Make the results of the automated utilization survey available to each dealership through the web. If you have more than one store, you could compare your dealerships, by department. You may even be able to compare your dealerships against other XSELLERATOR dealerships in your "20 Group".
- We could then offer tailored training courses specifically targeted at improving areas of low utilization of XSELLERATOR within your organization. Once the training is complete, you could see if your dealership's utilization increases.
- As new features are released, they would be added to the utilization survey.

As part of my next webcast, I would like to explore this concept further and get your feedback.



Quorum's Focus? Customer Care!

Quorum's focus on customer care has steadily grown stronger year after year, to the point that without a doubt, it is better than ever. I am not suggesting that we do everything right, however, we continually strive to improve. Highlights of Quorum's current Customer Care initiatives include:

- General Release of XSELLERATOR V4.7.1 - offers some incredible new features; one of the more significant features is enhanced Service Notices functionality as featured in a series of free webcasts.
- DRC (Dealer Resource Center) – launched late last year, it is designed to be an easy-to-use place for customers to get information quickly. We are now working on adding more features and improving utilization.
- Implementations – we "score card" both Quorum's and dealerships' responsibilities for all installs. This is important to our existing customers because the smoother installations go, the less impact new customers have on the support desk.
- Support Services – we continually measure how well the support desk responds and are happy to report that there was improvement again in 2010. We now close on average 73.68% of all Support calls within 30 minutes (up from 69.21% in 2009). Our 24-hour close rate has also improved to 86.50% (up from 85.05% in 2009).
- "We've Got You Covered" – We have recently begun offering a number of services designed to take worry out of your business – from our SecuritySolutions (network security, monitoring and compliance), to our newly added proactive monitoring services that monitors and reports back information from XSELLERATOR, including performance issues, back-up success and antivirus coverage.
- CSI Surveys – all of our customers are surveyed once a year. We take the feedback very seriously by reviewing all responses and looking for trends or issues that we can address for groups of dealerships or users. Our next survey is going out this month.



Maury Marks
President & Chief Executive Officer

Please join me on April 19.
I look forward to your input.

Next Webcasts with Maury Tuesday, April 19, 2011



CDN Customers @ 10:00 am MDT

9:00 am PDT / 10:00 am CST / 11:00 am CDT
12:00 pm EDT / 1:00 ADT / 1:30 NDT

US Customers @ 1:00 pm MDT

12:00 pm MST / 12:00 pm PDT
2:00 pm CDT / 3:00 pm EDT

NADA 2011, February 5 to 7, 2011 in San Francisco

Quorum was an exhibitor at the annual NADA conference this year in San Francisco. The Sales Team joined our executive team for the trade show. It was great to see the industry significantly more upbeat and busy! We met some great new prospective customers.

Prospective customers that visited our booth were eligible for a draw to win two copies of MS Office 2010. The winners were Derek Newberry from Newberry Family Auto in Harper, Kansas, and Darwin Alderson from Holm Automotive Center in Abilene, Kansas. **Congratulations!**



Steve Roe
Dealer Principal
Roe Motors, Grants Pass, OR

We gave away an Apple iPad, drawn exclusively from existing customers that visited us at our booth. The lucky winner was Steve Roe from Roe Motors in Grants Pass, Oregon. Steve's GM dealership went live with Quorum in August of 2010. **Congratulations Steve!**



Quorum News

We've been busy! Check the Dealer Resource Centre for copies of the latest press releases:

Quorum Announces
KIA Certification in Canada

Quorum Announces
CARFAX Integration

Quorum Announces
Support for Subaru Dealers

Quorum Announces
Tablet Support

Quorum and Nuspire Announce
SMaaS

Easy Tips for Using the iPad in Your Dealership

XSellerator Quick Tip



ATTENTION F&I MANAGERS

When you're in the worksheet, click Alt-6 and you will automatically be taken into the vehicle profile.

Thanks to Kent Hodgson of Quorum Sales Support for this Quick Tip.



Welcome to Our Newest Customers

June 2010
Sierra Motors - CA

July 2010
Ray Laethem Buick GMC Truck Inc. (2) - MI

August 2010
Roe Motors Inc. - OR
Barnes Wheaton GM (2) - BC
Country Chevrolet Inc. - VA

September 2010
Expert Chevrolet Buick GMC - ON

October 2010
Wommack Chevrolet - TX

November 2010
Allen Gwynn Chevrolet Ltd. - CA
DiPrizio GMC - NH

February 2011
Hadwin-White Pontiac Buick GMC Trucks Inc. - SC