

## MESSAGE FROM MAURY - MAXIMIZING YOUR XSELLERATOR™ INVESTMENT

One of Quorum's key goals is to help our dealership customers improve their utilization of XSELLERATOR. We know that if dealerships increase their utilization of XSELLERATOR they will be more efficient and profitable and their employees will have higher job satisfaction. To help our dealership use more of XSELLERATOR's capabilities, we have put the following initiatives in place:

- a) **Customer Connect** – we have formed a group inside of Quorum to help us connect with our dealership customers more frequently and in meaningful ways. Currently, this group is conducting on site visits at each dealership and we hope to be able to visit all of our dealerships by the end of Q1 2014. Prior to each visit we conduct a mini utilization analysis to determine if the dealership is effectively using some key areas of XSELLERATOR.
- b) **Customer Conference** – our Customer Conference at the end of November in Toronto was a huge hit. Based on the survey results, we found that 100% of the participants agreed that the “conference exceeded their expectations”. We have now planned a Western Conference which is set for April 25th and 26th in Calgary. **Please visit [www.QuorumDMS.com/customerconference](http://www.QuorumDMS.com/customerconference) for additional information.**
- c) **eQUIP** – our eQUIP web training offering is a monthly subscription service that has a minimum of 4 unique training courses per month that you can attend via a **LIVE** web session (with 2 live sessions each month per course), or you can watch the video of each session on your own schedule anytime. The sessions are focused on high impact areas that drive efficiencies or revenue and they are typically 30 minutes long. If your dealership is part of eQUIP, you can have any dealership staff attend as many courses as they want. We now have approximately 30% of our dealerships that take advantage of eQUIP.
- d) **Communicator** – Communicator is our two-way text and email service that allows you communicate with your customers the way they want to be communicated with. We believe that Communicator will change the way that you interact with your customers. Right now we are implementing approximately 5 new dealerships per week with the new Communicator functionality.  
**Call us today to get started at 1-888-267-6180 ext. 376.**
- e) **DRC** – if you click the Help button from any window in XSELLERATOR, the system will take you to the DRC. We continue to add Quick Tip videos and “How Tos” and other documentation to the DRC on a continual basis. As part of V4.7.5, you can store your user name and password to the DRC within XSELLERATOR so that you are automatically logged into the DRC from the Help button.

Please join us for our March 26th webcast where we will discuss the programs above and highlight the new features in V4.7.6 of XSELLERATOR. Version 4.7.6 is very unique because it has nearly twice as many changes to help your dealership as any previous release of XSELLERATOR.

**To register for the webcast, please email [Webcasts@QuorumDMS.com](mailto:Webcasts@QuorumDMS.com).**



**Maury Marks**  
President & Chief Executive Officer



## next webcast with Maury

### Tuesday, March 26, 2013

**Canadian Customers @ 10:00 am MDT**

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

**US Customers @ 1:00 pm MDT**

Noon PDT / 2:00 pm CDT / 3:00 pm EDT



**PLAN TO ATTEND QUORUM  
CUSTOMER CONFERENCE  
WEST 2013 - APRIL 25 & 26**

FOR MORE INFORMATION VISIT  
[www.QuorumDMS.com/customerconference](http://www.QuorumDMS.com/customerconference)

# RECAP: NADA convention & expo 2013

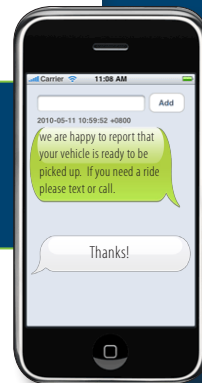
It was very exciting to be a part of this year's National Automobile Dealers Association (NADA) convention. Attendance was high and the excitement level amongst attendees and exhibitors exceeded last year's convention. We had many new potential customers and business partners stop by interested in

developing relationships with us. We were also pleased with the number of you that attended that took the time to stop by and say hello and check out what is new with XSELLERATOR – including seeing Console and Communicator live. We truly believe 2013 is going to be a great year and are excited that you will be a part of it!

## XSELLERATOR Quick Tip...



**Did you know** that with Communicator you can Text / Email customers for a quote approval? Then when the work is done have XSELLERATOR automatically Text / Email the customer that their vehicle is ready? If you are not already signed up for Communicator contact our Support Desk today!!!



## NEW PARTNERS



Customer Relationship Management (CRM)



Internet Lead Management



Customer Relationship Management (CRM)



## MEET THE QUORUM TEAM

- **Tim Hagerty** – Customer Services Coordinator
- **Bruce Martin** – Customer Advocate (on-site visit) assignment

**The newest department at Quorum is the Customer Connect Team.** As Maury discussed, a major theme at Quorum is building deeper relationships with our customers and helping them to use the XSELLERATOR DMS for the maximum benefit to their business. A capstone on that initiative is the formal organization of this new team inside Quorum. Officially launched on November 29, 2012, the team will have a number of responsibilities, ranging from coordinating services and new products for our customers to contracts and billing to customer care and such initiatives as eQUIP. The list is quite long. However, it can be summed up as being the central point for all customer facing activities after the implementation, that are not day-to-day XSELLERATOR support. In short, they are focused on you! One of the most exciting projects that they will be embarking on is to make an in-person visit with each of our customers (over a period of time, of course!).



- **Dean Sullivan** – Customer Care Facilitator
- **Jodi Hawthorne** – Dealer Contract Specialist
- **Craig Reddy** – Customer Advocate (on-site visit) assignment
- **Tim Woodford** – Customer Engagement Project Leader

## NETWORK TIPS

### Have new users that need training?

Quorum recently updated the User Maintenance Application (UMA) to allow you to indicate if you want Quorum to contact you about setting up training for new users when they are added to the system through UMA. You can also specify if this new user is a department manager who requires a higher level of training. If either of these options are selected during the new user setup Quorum will contact the System Administrator to discuss training options.

## WELCOME TO OUR NEWEST CUSTOMERS

### December 2012

**Runde Chevrolet Buick GMC** – Platteville, WI

### February 2013

**Rough Country Sports** - Swan River, MB

### March 2013

**Mainline Virtual Auto Finance Centre Limited**

- Saskatoon, SK

**Mainline Motor Products Limited**

- Virden, MB and Birtle, MB



Phone: 403.777.0036

Fax: 403.777.0039

Toll Free: 1.877.770.0036