

MESSAGE FROM MAURY

I will be hosting two webcasts on March 26th and I strongly encourage you to attend. Our webcasts provide valuable or advance information that is only available if you attend. During the March webcast, I will provide updates on the important topics listed below. To register for the webcast, please click the links below to register.

Communicator – Communicator is our two-way text and email service that allows you to communicate with your customers the way they want to be communicated with. Some of our dealership customers have dramatically changed the way that they interact with their customers – much to their customer's delight! The volume of text and emails that our dealerships are sending is growing at an incredible rate per month as shown below:

September - 7,526
October - 15,210
November - 31,107
December - 49,007
January - 58,226

In my webcast, I will show the latest features of Communicator, including what is new in XSELLERATOR™ V4.77 (our Spring 2014 release). If your dealership is not taking advantage of Communicator, please contact **1-888-267-6180** ext. 376 to get started now.

Make More Money (M3) – Quorum has developed 10 different measurable M3 toolkits that will drive revenue for your dealership. We are currently conducting at least 4 on-site training visits per month for dealers to learn to use the toolkits, and the results have been incredible. A dealership can typically recoup the costs of the training within 1 week from the added revenue that they realize (that is amazing return on investment)!

During the webcast, I will show some of the M3 results that our dealerships have experienced and tell you how XSELLERATOR V4.77 can Make [even] More Money. To schedule your on-site M3 visit, please contact our Services Delivery team (ext. 515 or servicesdelivery@quorumdms.com).

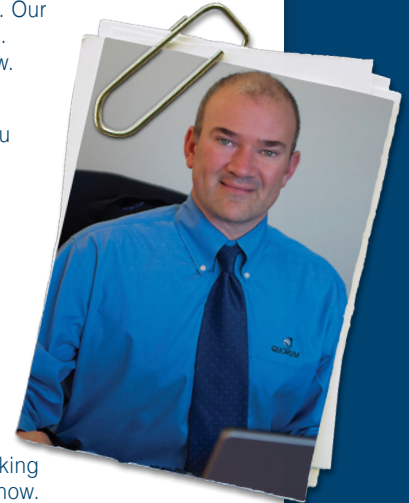
Customer Conference – The survey results from our last customer conference indicated that over 90% of the participants felt that the conference “exceeded their expectations.” In 2014 we will be hosting a series of customer conferences in May (multiple locations). You can bring your laptop to this hands on conference and connect to your dealership's server so that you can apply what you learn right at the conference.

In the webcast, I will discuss the conference agenda and talk about the benefits you can expect to achieve by attending. To learn more or register for one of the conferences [click here](#).

eQUIP – our subscription web training service offers a minimum of 4 unique training courses per month that you can attend via a LIVE web session (with 2 LIVE sessions conducted each month per course), or you can watch previous courses as a video recording anytime. We are about to launch a new service for all our eQUIP subscribed dealerships. In my web cast, I will give you a sneak preview of the new service that should be incredibly beneficial to your dealership.



Maury Marks
President & Chief Executive Officer

**XSELLERATOR Quick Tip...**

Did you know ... In the Customer Summary window there is a button - Pay Bill - where you can open a Cash Transaction, with the customer name and default Accounts Receivable account populated, so that you can quickly pay on the customer's account without having to exit and go to Cash transaction list window. *Provided by John Hynes*



next webcast with Maury

JOIN US Wednesday, March 26, 2014

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

[CDN CLICK HERE TO REGISTER](#)

USA Customers @ 1:00 pm MDT
Noon PDT / 2:00 pm CDT / 3:00 pm EDT

[USA CLICK HERE TO REGISTER](#)

4.77 HIGHLIGHTS

Added Communicator Functionality!

- **Option:** Require consent from your customers prior to receiving automated text messages
- **New automated message type:** Service Greeting
- **Expanded functionality:** Parts Requests in relation to Service Quoting and Declined Operations
- **Ability:** Attach multiple documents to your Communicator emails

M3 – Three new M3 (Make More Money) opportunities!

- **M3 Dealer Promotions** provides the ability to track the revenue generated by each campaign and reports it to a Quidget so that you can confirm which promotions provide the best results.
- **M3 Vehicle Condition Report** provides dealerships with a simple interface to complete vehicle inspections, a process where preventative maintenance and needed repairs are presented to customer, with a revenue-tracking Quidget.
- **M3 Parts Round Up** is new functionality that allows the roundup of parts prices with a Quidget to track the additional revenue.

Streamline Your Processes

- **Reduction in key strokes:** Several changes accomplish this. Multi-Select Service Group Capability allows a user to select and add multiple service groups to Work Orders, Quotes and Appointments. You will now be able to Single Click Delete a case on a Work Order instead of having to do each charge separately. We have also enhanced the processes for Task Assignment to streamline the way CRM tasks are assigned.

Introducing Calendar Views!

- **The Sales Appointment Calendar View** includes the appointments for a day or range of days, includes drag and drop to move an appointment, and the ability to hover over the appointment to see the detail. The **Service Appointment Calendar View** includes the same functionality as the Sales Appointment Calendar View, plus the ability to add an appointment, filters for service codes, and color coding of employees.

New 3rd Party Integration –

- **Total Customer Connect** provides the ability to directly receive online service appointments scheduled through TCC.
- **Easy Deal** provides the ability to communicate lead information and start the sales process within XSELLERATOR.
- **RAPID! Response** provides leads that are pulled from RAPID! Response at timed intervals and attached to Customer Prospects within XSELLERATOR.

NETWORKING Tip...

In Internet Explorer, in the Server 2012 environment, you may encounter some websites that appear blank or not display correctly. This could happen if the site is designed for an earlier version of Internet Explorer. If IE recognizes that a webpage is not compatible, click the Compatibility View button on the address bar. It will look like piece of paper torn in half - . When Compatibility View is turned on, the button changes to a solid color when you view the web page.

MEET TIM WOODFORD QUORUM CUSTOMER CONNECT TEAM MEMBER



Tim Woodford

It is very likely that you've talked to Tim over the course of the past year. He joined Quorum in 2011 and brought with him an impressive dealership background. A native of Newfoundland, his family owned several dealerships where Tim worked in various capacities, including as the General Manager for some of them.

In late 2012, Tim took on a new role for Quorum that encompasses working with our customers to subscribe to new features within XSELLERATOR (such as Communicator), and our partners' products. He also has been coordinating the onsite Customer Connect visits that we've been conducting for the past year-and-a-half. Most recently, however, Tim has taken on the large undertaking of working with each of our dealerships that have server equipment expiring to make sure that they are able to take advantage of the most recent server and Microsoft technology. So, when you hear from Tim, it is most likely to bring you new and exciting things!

WELCOME TO OUR NEWEST CUSTOMERS

Curry Chevrolet Buick GMC Ltd.
Haliburton, ON

Rowe Motors
Kincardine, ON



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