

MESSAGE FROM MAURY

Our Commitment to Helping our Dealership Customers During the COVID-19 Pandemic Crisis

As everyone is acutely aware, the impact of the COVID-19 pandemic is widespread and ever-changing. New information is coming at us continually and Quorum, just like all of our dealership customers, is trying to keep on top of and pivot as required to support our business and our customers.

We have previously sent information about the steps we have taken to make sure that our employees and customers are safe during these trying times ([view here](#)).

However, the main thing I wanted to convey to you today is, aside from the safety of our customers and employees, our number 1 priority is to find ways to help your dealership stay operational during these trying times. We all know that your business depends on customers coming in the doors to purchase and service their vehicles. But, many consumers are either wary of that, or simply unable.

You should have received a notice from us in the last week that described the actions we are taking to help your operations during this time, including some technology and services that we are making available at no cost (see more information in Dan Ichelson's article on the next page), as well as an immediate reduction in monthly software support fees ([details here](#)).

Together we can weather the storm, keep the businesses operational and be well prepared for a post pandemic business environment.

Above all, be safe and stay healthy.

Sincerely,



Maury Marks

President & Chief Executive Officer

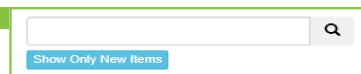
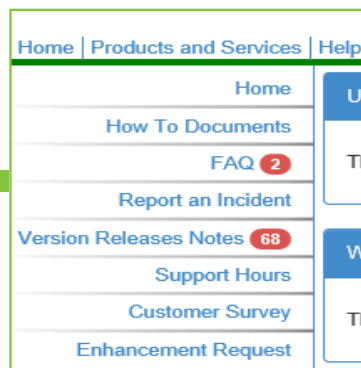


XSellerator TIP

We recently made a change to the Dealer Resource Centre to draw attention to the new documents that are loaded up to the DRC. You will see now on the menus on the left hand side there will be a count of new documents that are loaded to the DRC in that menu.

This will notify a user that new content is available. When you click on the Menu there will be a button so you easily filter down to the new content that has been added. This button will change to Show all Items when selected so you can easily go back and see all items.

Also for each article there will be a New flag next to it to indicate this is the new article. This should make it easier to find new items that are loaded including Build notes and equip videos. This is live now on the DRC.



Q: How do I create a sales
A: GO to the Vehicle>vehicle sales> at the bottom click on Add New Vehicle Sale

New


LOOKING
FORWARD**XSellerator™ Product Plans**

Dan Ichelson, Vice President – Development and Operations

Originally, we planned to use this quarter's newsletter to inform our dealership customers on the projects the XSellerator team is working on for the medium to long term. However, in light of the COVID-19 pandemic, we have switched our focus to some immediate efforts that can help you communicate with your customers effectively, and drive business into your service department. Here are some examples:

- a. Build and deploy a Flex Report to all dealers that will allow you to easily gather a list of all customers and related email addresses to help with mail merges.
- b. Build and deploy a Flex Report that shows unsold or open quotes that allows you to follow up on these opportunities.
- c. Assist dealers in using their manufacturer-provided tools to find open recalls for vehicles in your database.
- d. Provide instructions on how a dealership can reduce their inventory orders or carrying costs of their inventory by identifying parts that are overstocked.
- e. Provide a Flex Report to identify wholesale parts customers and special orders in stock.
- f. Provide a Video on how your customer can remotely pay for their service work using a credit card or their PayPal account through Communicator messaging.
- g. Provide a Video on how you can use Laser F&I forms and DocuSign software to allow your customers to sign your F&I forms from their mobile device.

These items are designed to help our dealerships both continue to drive some revenue during these trying times, as well as help them build the business back up as things begin to return to "normal".

They will all be provided to our customers at no cost.

You can expect to hear more details about these initiatives and how to take advantage of them within the next week to two weeks.


LOOKING
FORWARD



CUSTOMER SOLUTIONS corner

As we find ourselves in unprecedented times and trying to navigate through the uncertainty of the industry and the global economy, we at Quorum are here to assist you with some of the challenges you are facing.

Our Customer Solutions Team was recently restructured and aligned to help better assist you, our customers, by providing dedicated Customer Solutions Consultants. A part of the Consultants role is to work with you to maximize XSellerator to its full potential with a keen eye for driving revenue and efficiencies for your business.

With the changing environment, we are challenged with identifying ways to do things differently in order to thrive. The Customer Solutions Team has extensive system and business knowledge that provides the foundation to assist you in fully utilizing XSellerator in your dealership operations. They can work with you to identify key areas of focus to better utilize, manage and strengthen your dealerships' use of XSellerator.

If you would like to discuss ways that we can help you, please reach out to your Consultant at any time.

CUSTOMER SOLUTIONS TEAM

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If you would like to discuss your Dealership's Utilization or
inquire about Hardware or Software

**PLEASE CONTACT
OUR TEAM**

CustomerSolutions@QuorumDMS.com

OR CALL

1-877-770-0036 Ext 520

NETWORK TIP

AVOIDING a CYBER ATTACK

Cyber-criminals exploit human nature to trick you into giving them confidential information. This document identifies common tactics used by cyber-criminals and best practices to stay safe.

Some common tactics used

- Phishing - E-mail attack that imitates a trusted source and asks you to provide confidential information by clicking a link or opening a document.
- Vishing - Telephone equivalent to Phishing.
- Baiting - Entices you (e.g., e-mail stating you have won a prize but you have to provide information to claim it) or peaks your curiosity (e.g., found USB Drive labelled 'Confidential').
- Response to a question you never had - E-mail or call in response to your "request for help" even though you did not initiate the request.



Some best practices:

- Don't be quick to click! If something seems off with an email, review it carefully.
- Don't follow unknown links. Rather than clicking on provided links, find the site yourself using a search engine.
- Beware of downloads! If you are not expecting it, do not download it.
- Do not share your passwords! No one else should ever need it.
- If you suspect deceit, hit delete! Delete any email requests for passwords or financial information.
- Reject requests for unsolicited help. If you did not specifically ask for it.
- Update your devices. Ensure that all devices are patched and up to date.



WELCOME TO OUR NEWEST CUSTOMERS

Alliston Volkswagen

Alliston, ON

Val Albert Motors Ltd.

Kapuskasing, ON

Rocky Motors

Windsor, ON

Jim Tubman Chevrolet

Ottawa, ON

Scott Drummond Motors

Campbellford, ON

Drumheller Chrysler

Drumheller, AB

Kitchener Hyundai

Kitchener, ON

That Car Place / That Auto Repair Place

London, ON