



TeleBlitz

Jump-start Customer Traffic and Profits

Tap into the potential of your customer base to create additional service opportunities and revenues. DPS' TeleBlitz, one of the fastest and most cost-effective programs on the market, can bring customers into your dealership in as few as two days from when it starts – much quicker than traditional direct marketing campaigns.

Benefits of a DPS TeleBlitz

- ✔ Optimize results from customers you selectively target with customized scripts and incentives
- ✔ Maximize shop capacity, up-sell opportunities and allow your advisors to give each customer the attention they deserve by establishing when appointments can be scheduled
- ✔ Identify possible areas of opportunity or improvement by uncovering and capturing the reasons why customers haven't been back
- ✔ Monitor the progress of the TeleBlitz with complete details on the appointments set and any customer information updates delivered daily straight to your e-mail
- ✔ Quantify the impact of the TeleBlitz on your revenues and service traffic with detailed Return on Investment and Responder reports at the end of the campaign

Average TeleBlitz Results:

8.1%
appointment rate

25:1 Return
On
Investment

\$352
in CP revenue
per responder

For more information: Call DPS at (800) 998-2910 or email DPSSales.com