

## Reynolds to Offer Total Call Management Solution from Callbright to Automotive Retailers in Canada

*Callbright is a proven tool to enhance advertising effectiveness and improve customer relationships*

**DAYTON, OHIO – March 31, 2009** – The Reynolds and Reynolds Company, the leading provider of software, services, and document solutions to automotive retailers in North America, today announced that it will offer call management solutions from [Callbright](#) to automotive dealerships in Canada. Callbright, the leader in total call management solutions, provides real-time telephone communication management and call-response tracking to help dealerships enhance customer relationships, streamline advertising efforts, and improve management and training strategies. Callbright solutions are available to automotive retailers regardless of the customer relationship management (CRM) solution or dealership management system (DMS) they use in their business.

“Today, dealers are looking ever more closely at how they operate and where they can improve their business to maximize efficiencies and become more profitable,” said Alain Sabbah, vice president of Sales for Reynolds and Reynolds Canada. “Callbright is another proven tool to help dealerships better assess their advertising results and manage their marketing dollars to achieve a higher return on their investment. With Callbright, dealerships have one more lever to use to become more effective and profitable in their operations.”

Callbright solutions enable dealerships to:

- Measure advertising effectiveness through telephone call response rates to specific ads.
- Deliver pre-recorded broadcast messages to customers, including sales notices or service reminders.
- Record and monitor inbound calls to evaluate employee performance and improve training efforts.
- Track outbound calls to help control expenses and improve sales performance.

In addition, Callbright phone leads and call details integrate into [Reynolds' CRM solution](#), Contact Management, for the [ERA® DMS](#). From this call information, [Contact Management](#) is able to automatically schedule the appropriate follow-up on the phone lead and the customer data is available for the dealership's data mining for future campaigns or follow-up.

Jim Wright, vice president of Sales for Callbright, added, “At Callbright, we understand that improving advertising effectiveness and sales efficiencies can equate to real dollars and real profit for dealers. We look forward to demonstrating how Callbright solutions can help dealerships in Canada operate more effectively and profitably, as we have shown our customers throughout the U.S.”

For nearly a decade, Callbright has been recognized as one of the premier [call management solution providers](#) in the U.S. and as a company at the forefront of technology for [telephony solutions](#).

### About Reynolds

Reynolds and Reynolds is the automotive industry's largest and most trusted provider of automobile dealership software, services, and forms to help dealerships improve business results. The company is headquartered in Dayton, Ohio, with major U.S. operations in Houston and College Station, Texas, and Celina, Ohio. In Canada, Reynolds has operations in Mississauga, Ontario, and Montreal, Quebec. ([www.reyrey.ca](http://www.reyrey.ca))

**About Callbright**

Callbright provides complete, real-time telephone communication management via Web-based tools to help businesses optimize marketing investments and enhance customer relationships. Callbright clients can track advertising effectiveness through telephone responses, record and monitor inbound calls, track outbound calls, and send broadcast messages. Additionally, training features provided through Callbright help establish accountability and improve the performance of personnel, leading to increased profitability. ([www.Callbright.com](http://www.Callbright.com))

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