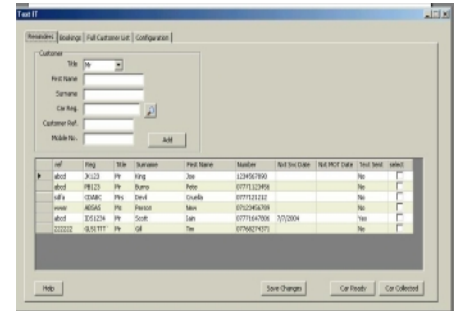




Feature Benefits To The text-it Service

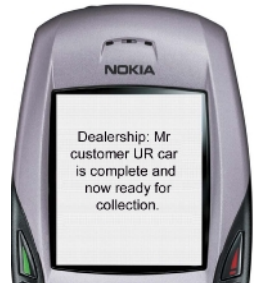
Legal Compliance

To ensure compliance with the more stringent EU Directive governing SMS and Email marketing, it is important to ensure that customers have knowingly opted into an SMS marketing program. One way of ensuring this is to ensure that customer details captured at the service point when handing over a vehicle for pre-booked work. This process takes only a few seconds and once captured the customer details are saved on the system until deleted. However where the dealer is confident that their historic data is already compliant, we are able to pre-populate the dealers text-it account with their existing DMS database, negating the need in most cases for any data capture at all. In a number of cases we are already working with groups to establish regular import routines that allow for mirroring of the data on their DMS with text-it. Also at this time the company is in negotiation with a number of DMS providers directly and the two leading consulting firms to the automotive industry, to deliver real-time integration of text-it with the most commonly used DMS solutions.



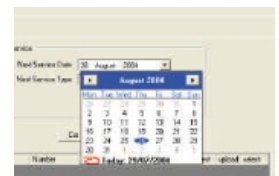
Car ready

On completion of the work carried out on the car the adviser simply selects the relevant customer and clicks the 'car ready' button. The customer details are uploaded over the Internet to our main server / database and a customized pre-scripted message is instantly sent to the customer's mobile phone. All of the system generated pre-scripted messages can be customized to a client's particular preference. For the text-it service we use instant messaging and there is no delay in broadcast of the messages.



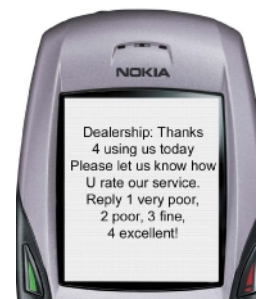
Future Marketing Alerts

In the time between the customer being alerted to the fact that their car is ready for collection, and them actually collecting the vehicle, text-it provides the opportunity to upload the next "future event" this could be the next service due, MOT other repair etc. This information is of course already available to the service adviser from their DMS system, and where integration or import routines are established (covered in point 1.) this feature will be automatic.

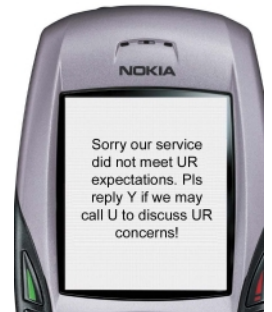


CSI

text-it is to our knowledge the only messaging system that currently delivers a follow up CSI process allowing the customer to interactively rate the service that they have received. The morning following their visit to the dealership, text-it broadcasts the CSI text. The customer then has the option to 'rate' their satisfaction level by replying 1- 4. Replying 1 or 2 indicates a negative response whereas, replying 3 or 4 denotes a positive response.

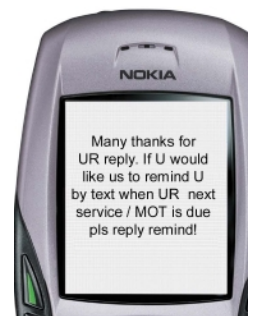


Should text-it receive a negative response, it automatically generates and sends the 'qualifying' text to the customers phone. The reason for doing this is that we want to ascertain if a customer is truly disgruntled with what they perceive to be poor service values, and should this be the case and they do reply to the qualifying text, then this will in turn result in them receiving a call from the service manager. An email is sent to the designated dealer contact, including the customers contact details, and requiring immediate follow up. Where they don't reply to the next stage, no further action on the CSI part of the process takes place. The text-it CSI process is not necessarily designed to replace existing mail out or call center type activity, but it does deliver a near immediate route to address what may initially be minor customer concerns.

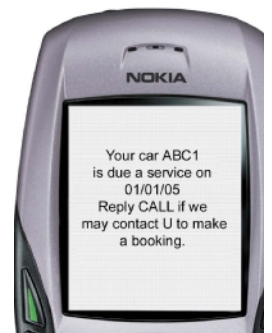


Legal Opt In

All customers are sent (during the afternoon following their visit to the dealership) a 'opt in' text, regardless of whether they have completed the CSI process or not. The opt in stage is crucial and required legally now under the European Directive (which came into force in December 2003) If you wish to carry out further text marketing to the customer (service reminder, MOT due etc) you must be able to demonstrate a customers opt in. text-it is the only system that automates this process, and provides you with a customer-by-customer audit trail through our detailed back-end reporting module (see later) Text-it also allows the customer to opt out of the program automatically, at any stage simply by replying REMOVE to any system generated message.

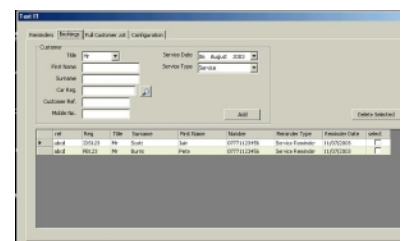


For those customers who have opted into future reminders, at the agreed window before the due date of the next service / MOT etc (set with and amendable by the dealer depending upon their workshop lead times) the customer will receive the first reminder text. Unlike traditional mail reminder processes, text-it is intelligent too, and if the system does not receive a response from the reminder message sent, a week later a second reminder is broadcast. Failure of response by the phone to this second reminder generates an email to the Service Manager informing him of two *no responses*. Where the customer does respond (i.e. requesting a call to make the booking) once again an email is generated to the service department with the customer's details requesting a call to the customer to confirm the actual date and time of booking.



Booking Confirmation

On receipt of the 'booking alert' the service adviser can now ring the customer, and in the booking tab confirm the actual booking date as apposed to the due date sent in the reminder. Then, the day before this now confirmed appointment, the system automatically uploads the customer details again, and generates a text to the customer reminding them of the appointment the following day. This is deemed very professional and helps to avoid no-shows in the workshop diary.



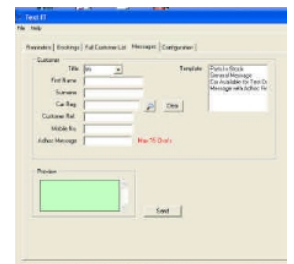
The customer returns back to the service department, their details are already captured on the system and the process starts over again.

What Else?

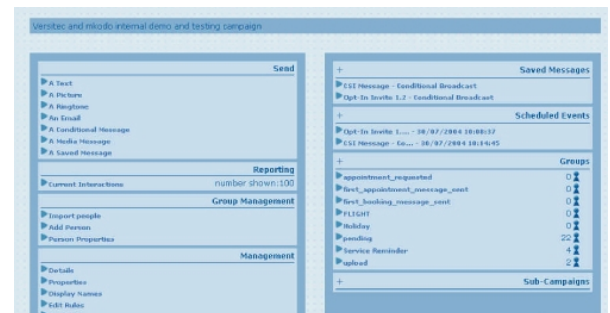
Text-it allows the dealer to set-up incremental '**wear and tear**' alerts outside of the automated process. This means reminder alerts can be diarised via the calendar pop up to text a customer a reminder about tyre wear, brake wear, exhaust replacement for example. This feature is particularly useful when an up-sell opportunity at a service or repair event has failed, e.g. "I've got a couple of months left in the tyres I'll come back then"!! In other words I'll go to a fast fit center. The wear and tear alerts gives the dealer another chance to get the customer back into the department, but importantly are also seen as an excellent road safety and service value process by the customers too.



The text-it **message tab** allows the dealer to instantly send any customer additional incremental messages selected from the pre-script templates in the message editor. For example "the parts you ordered recently are now in stock" "Please contact us about the work on your car" "We notice that you have a stone chip...we can repair this ..."etc The pre-script message templates are stored in the message editor (accessible at a management level) and allows the dealer to amend, delete and add as many pre-script templates into their message tab as they feel necessary



Text-it also provides the dealer with a back-end web **administrative interface** where they are able to view in real time all interactions with the customer. As a level one broadcaster (that means our server sends direct to all of the phone networks, we don't use third parties or batch upload) the service benefits from back checks and delivery status reports from all of the network platforms. The text-it IMP (Interactive Message Platform) provides a full audit trail on all message activity to and from the customer in respect to the service. In other words if you need to prove that you sent that service reminder, or that the customer has opted in to further text marketing, the can be no disputing it! The IMP also provides the ability for the dealer to carry out other individual or mass messaging activity, for example sending Christmas greetings or broadcasting recall alerts.



To Summarize

- Pre-population of your DMS data from data extract provided by you, means text-it can start working for you from the moment it's installed.
- Remote store of all client details on the IMP (Interactive Message Platform) allowing true multi-user access and full auto-up-date of enhancements and future development versions of the product seamlessly. No new installs, no backups, no hassle....it just happens!
- Permission based account access, via the campaign/ account protocols, delivering different levels of access to multiple sites or groups, (i.e. group administration rights could provide more access than at a local branch level!)
- Full interaction reporting on all messages at a customer level accessible via the IMP
- Porting of existing client data (seamless update to new release versions)
- Simple self-running system interrogation & installation program.
- Centralised administration rights over all templated messages (including the message editor templates.)
- Regular activity reporting from the IMP delivered to your selected recipient.