



Dale Jarrett Ford, in Charlotte, North Carolina garnered an additional \$290,000 in revenue in the first quarter of 2007 by using bridgeSpeak AR's customer mining programs. Fixed operations are up 18% over 2006!

Specific campaign results:

- **Ford Recalls** – 25.93% response rate, total of \$26,642 in service sales, \$123.34 average sales per R.O.
- **Quicklane First LOF** – 24.46% response rate, total of \$11,584 in Quicklane sales, \$85.81 average sales per R.O.
- **4 month Missed Service** – 23.11% response rate, total of \$147,488 in service sales, \$177.70 average sales per R.O.
- **8 month Missed Service** – 11.82% response rate, total of \$51,317 in service sales, \$161.38 average sales per R.O.
- **12 month Missed Service** – 11.15% response rate, total of \$49,986 in service sales, \$212.71 average sales per R.O.
- **Wholesale Parts** – 8.99% response rate, total of \$3,013 in parts sales, \$188.32 average sales per R.O.

The total for the service campaigns:

15.79% response rate, \$289,790 in total sales, for an average of \$170.16 in sales per R.O.

“Internal web-site performance reports have a wealth of data, real data. bridgeSpeak has a very short, and dealer configurable time window that they take credit for, based on phone solicitations.”

– Kevin Burke
Fixed Operations Director
Dale Jarrett Ford