



## **BTS TECHNOLOGIES, INC. HELPS ACCELERATE THE REBIRTH OF THE AUTOMOTIVE INDUSTRY**

*Automotive Dealers Creating  
Competitive Advantages with New  
Technology*

BIRMINGHAM, AL —  
October 29, 2013 — BTS  
Technologies, Inc., an industry  
leader in unified  
communications, announced  
today that the company has  
launched a program that is  
accelerating the growth of the  
automotive industry. The  
momentum in the financial  
markets has brought a few  
industries back to pre-recession  
levels, and with this recovery  
many automotive dealers are  
seeing the opportunity to secure  
a foothold in the marketplace.  
BTS has developed a unique  
program that is changing the  
way in which automotive  
dealers operate, increase  
employee productivity and  
bolster customer service.

The ultimate objectives of  
automotive dealerships are to  
deliver exceptional customer  
service and a great buying  
experience. Ultimately, the  
automotive dealer is fueled by  
the people who are running it  
and the technology supporting  
those key employees. Until  
recently, technology has played  
a minor role, but new  
functionality has changed the  
ways that customers interact  
with dealerships.

BTS has identified several  
technologies that make  
employees more productive and

streamline operations. One  
example is the functionality  
offered by Automatic Call  
Distribution (ACD). ACD phone  
systems distribute incoming  
calls to a specific group of  
terminals that agents,  
salespeople, customer service,  
parts departments or  
administrative staff use. Routing  
incoming calls is the task of the  
ACD system. ACD systems are  
often found in offices that  
handle large volumes of  
incoming phone calls from  
callers who have a specific need  
(e.g., customer service  
representatives) at the earliest  
opportunity. This significantly  
reduces the amount of time that  
a customer has to wait on-hold.  
Customers can connect with  
employees faster which drives  
customer service and  
satisfaction for all parties  
involved.

Another example is the  
functionality offered by the ever  
popular; “Find Me, Follow Me”  
feature. “Find Me” refers to the  
ability to receive incoming calls  
at any location. “Follow Me”  
refers to the ability to receive  
calls at any number of  
designated phones, whether  
ringing all at once, or in  
sequence. An example of this in  
action is when salespeople are  
walking around the lot showing  
cars to prospective buyers and  
suddenly a customer calls their  
desk phone. Historically, a

salesperson would miss all of  
these calls and just return them  
whenever they walk back inside  
and sit down at their desk.  
Today’s technology enables  
them to have that same call ring  
both their desk phone and their  
cell phone, at the exact same  
time. This means no more  
missed calls and voicemails to  
return at the end of the day.  
Salespeople no longer have to  
waste time playing “phone tag”  
and can spend more time selling  
cars and increasing revenue.

BTS is a very experienced  
organization and has deployed  
and installed unified  
communications systems of all  
types over the past several years  
to various industries. There is a  
plethora of technology available,  
ranging from SIP, disaster  
recovery, cloud computing and  
more, but BTS is particularly  
skilled at finding technology  
that satisfies the needs of their  
customers. In fact, their success  
as a company is due largely to  
their ability to leverage  
technology to create competitive  
advantages for their customers.

Dealerships are in an  
extremely competitive  
marketplace and finding ways to  
streamline operations, keep the  
customer connected to  
salespeople and increase  
customer service levels are of  
the utmost importance to  
success. By working with a  
provider like BTS, dealerships

can increase their productivity and give themselves a unique competitive advantage.

**ABOUT BTS  
TECHNOLOGIES, INC.**

BTS Technologies, Inc., (BTS) was founded on the philosophy of maintaining a profitable business by providing the best in telecommunication

systems and services to our customers. The stated purpose of our company not only allows us to provide short term answers to our customer's communication needs, but also affords us a longevity unsurpassed by the telecommunication industry in our region. We strive to provide quality materials, trouble-free installations and total communication services at

a fair and competitive price that will allow us to maintain our business with quality employees. This policy insures the on-going system service and support that you deserve and expect. BTS Technologies, Inc. is located at 311 West Valley Ave, Birmingham, AL 35209. For more information on BTS please call (205) 942-6532 or visit <http://www.askbts.com>.