



bridgeSpeak is a technology company that provides automated speech solutions to help customers become more profitable, more customer-focused, and more efficient.

Products

- **bridgeSpeak AR**
bridgeSpeak AR is an integrated IVR solution for auto dealers. It generates revenue with outbound reminders and notifications, and improves customer service with speech recognition inbound call routing.

bridgeSpeak AR is expandable from 4 ports up to multiple spans. It can also run 1 or more franchises on one physical system.

Product Overview

bridgeSpeak AR connects your ShoreTel system with your data systems allowing for interactive customer communication. bridgeSpeak AR dramatically improves the productivity of your staff and customer retention through consistent, targeted follow-up with your customers, and by utilizing speech recognition to facilitate fast and friendly communication with customers. It is designed specifically to make it easy for customers to talk with your employees, not keep them away. Business system integration including ADP, Reynolds & Reynolds, and others ensures no extra work for your employees, so system utilization is guaranteed!

Solution Overview

The bridgeSpeak AR solution consists of several modules built specifically to help your dealership improve profitability, customer service, and productivity.

- **Customer Satisfaction**
- **Appointment Reminders**
- **Missed Appointment Follow Up**
- **Special Order Parts Notifications**
- **Escalated Special Order Parts**
- **Service Completed**
- **Due For Service / Lost Souls**
- **Vehicle Recall Notifications**
- **Vehicle Coming Off Lease**
- **Sales Thank You**
- **Happy Birthday**
- **Virtual Receptionist Call Routing**

According to analysis based on bridgeSpeak customer and 2008 NADA (National Automobile Dealers Association) data, making those calls each and every day will contribute over \$13,170 of revenue per month to your dealership. You can read the analysis [here](#).

"bridgeSpeak is the best investment we made all year. It has helped us lower our overhead and grow our revenue, and it has worked great with our customers."

— Jon Waterhouse
CFO
Keeler Motor Car Company

"We generated an additional \$290,000 in revenue in the first quarter by using bridgeSpeak. Fixed Operations are up 18%."

— Kevin Burke
Fixed Operations Director
Dale Jarrett Ford

"bridgeSpeak is the best!"

— Kirk Stump
Owner
Dale Jarrett Ford

"Our operator thinks she has gone to heaven; with the additional time she now has, we have trained her to handle due accounts payable. Our workload shifted so dramatically at our Dodge store that when our night operator left, we did not need to replace her."

— Jack Holden
Fixed Operations Director
Holiday Automotive Group



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Key Features/Benefits

Immediate ROI

Outbound reminder and notification calls generate revenue from the very first calls the system makes.

Increased Productivity

The speech-enabled virtual receptionist enables fast, friendly connectivity for customers, and lets you better allocate resources.

Automatic DMS Integration

Automatic integration with ADP, Reynolds & Reynolds, MPK, and other DMS solutions ensures that calls will be made without additional work by your employees.

Improved Customer Service

Prompt handling of inbound calls, notification of important alerts and reminders, and measurement of Customer Satisfaction Index (CSI) ratings all contribute to better service for your customers.

Highly Configurable

Because of our relational database and our flexible data interface, your campaigns will be extremely targeted and relevant.

Customer Value

ShoreTel IP telephony solution infrastructure provides businesses with a secure, cost-effective, and scalable VoIP solution that is easy to manage. bridgeSpeak's IVR solutions enable you to turn your ShoreTel solution into a profit generating tool for your dealership.

About bridgeSpeak

bridgeSpeak® develops, markets, implements and supports industry-specific packaged, interactive speech recognition (IVR) applications. bridgeSpeak applications are built on Microsoft® Office Communication Server Speech Server 2007. Microsoft Speech Server provides a highly capable, cost-effective platform built on mainstream technologies. Speech Server has enabled bridgeSpeak to bring the business value of speech within the reach of today's SMB customers.

About ShoreTel, Inc.

ShoreTel, Inc., (NASDAQ: SHOR) is a leading provider of Pure IP Unified Communications solutions. ShoreTel enables companies of any size to seamlessly integrate all communications - voice, video, messaging and data - with their business processes. Independent of device or location, ShoreTel's distributed software architecture eliminates the traditional costs, complexity and reliability issues typically associated with other solutions. ShoreTel continues to deliver the highest levels of customer satisfaction, ease of use and manageability while driving down the overall total cost of ownership. ShoreTel is headquartered in Sunnyvale, California, and has regional offices in the United Kingdom, Sydney, Australia and Munich, Germany. For more information, visit www.shoretel.com or call 1-877-80SHORE.

Disclaimer

To be "ShoreTel Certified" means that Technology Partner's product will inter-operate with the ShoreTel system, but ShoreTel does not certify that the features or functionality of Technology Partner's product will perform as specified by Technology Partner nor that Technology Partner's product will meet your specific application needs or requirements. To inter-operate means that Technology Partner's product is able to exchange, use and share information with the ShoreTel system.

