

## **DataMotive Launches CallSmart**

*CallSmart – the new way to accurately measure marketing campaigns and ROI!*

Imagine being able to accurately measure the number of people who ring your dealership in response to one of your marketing campaigns? And then being able to listen to the call so you can also measure the performance of your sales staff?

DataMotive CallSmart is proud to announce the launch of our innovative new service that will enable you to quantify your response rates and ROI to any of your advertising campaigns.

The CallSmart service provides a series of dealer specific phone numbers that can be published in any media you choose – print, radio, outdoor even your own website! Then all calls made to CallSmart numbers are directed to your allocated dealership telephone. You're provided access to a range of simple yet comprehensive reports that enable you to gather relevant call statistics so you can understand advertising response rates. Get fantastic insights into how many people respond to your advertising so you can adjust your advertising mix and get more bang for your buck.

In addition, CallSmart includes a call recording service. Review the recordings to identify any specific development needs of the sales team and subsequently improve sales team performance.

Being a web based service means you don't need to investment in any hardware and software on the dealer premises. We can also make changes to the set up requirements simply and quickly without needing to visit you on site.

Are you looking for absolute certainty that your advertising dollars are actually generating enquiry at your dealership? Then CallSmart may be the answer for you.

For more information please contact John Devereux on 03 8685 9000 or email [sales@datamotive.com.au](mailto:sales@datamotive.com.au).