



Drive Sales Beyond The Showroom Floor

Bull'sEye by Victory uses advanced, web-based technology to help automotive dealerships and service companies reach their target audiences—through automated and live messaging—driving customer satisfaction and increasing sales volume.

Bull'sEye's advanced platform offers powerful, Instant Response Technology (IRT) that allows our clients to completely manage their own customer service programs and implement promotional or sales-related campaigns, with the added advantage of real-time reporting.

In the automotive sales or service industry, it is critical to capture customers' repeat business. With so many convenient alternatives available for follow-up service, minor repairs and on-going maintenance, today more than ever, it is challenging to earn a customers' business exclusively—until now. Bull'sEye is the proven tool that helps our business clients reach their customers with targeted messages, driving traffic back to their facility, increasing the company's bottom line and assuring customers' satisfaction.

Bull'sEye is a powerful, user-friendly service that has unlimited potential. Here are just a few of Bull'sEye's automotive and service solutions:

- **Maintenance Reminders.** Give your customers advance notice about service specials or seasonal maintenance. While you have your customer on the phone line, Bull'sEye gives you the opportunity to capitalize on that contact. With the power of link-back technology, customers can simply press a button to make a service appointment, on the spot—or talk to a sales or maintenance associate for immediate customer service.
- **Up-Sell Opportunities.** A courtesy call is more than a display of kind sentiment—it can earn you business. Bull'sEye allows you to connect with your customer's to announce a special promotion, new financing programs, or to advise them of limited time left on a leased vehicle.
- **Recall & Warranty Information.** Bull'sEye instantly sends out time-sensitive messages to your specific customer base, at the mere touch of a button. Using our computer-driven system, you can notify your customers of important recall or warranty expiration information, getting pertinent details to them quickly and efficiently.
- **Customer Win Back.** Don't let your customers get more than a few steps away before you jump at the opportunity to win them back. Bull'sEye can instantly send your message, along with any promotional perks, urging your customers to return when they are ready for a trade-in or even for their next scheduled maintenance.

*It is critical in the automotive business to establish a sense of trust with the customer to be successful. Providing customers with prompt, personal service, helps to build customer relationships. **Imagine sending a phone message, instantly reaching your customers who are due for regular maintenance. Now imagine that each customer can simply touch a button and be connected with your service department—** that's the difference with Bull'sEye. Our IRT service not only lets you connect with your customers; it helps you earn their continued business.*

Change the way you connect with your customers and drive your business success with powerful Bull'sEye technology.

Contact Bull'sEye today – **and see where it takes you.**

Victory Communications

2011 E. Lamar Blvd #100, Arlington, TX 76006

Phone: **866-443-7788** * E-Mail: **info@VictoryC.com**



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www.VictoryC.com

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