



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>.