

## NADA 2005: Developing “Customers for Life”



**Charley Smith**  
2004 NADA Chairman

At this year’s National Automotive Dealers Association (NADA) 88<sup>th</sup> Annual Convention and Exposition, held in New Orleans, Louisiana, 2004 Chairman Charley Smith opened the convention addressing the issues affecting customer loyalty, including dealer financing, customer surveys and the need for qualified auto technicians. In light of these challenges, the industry has grown stronger.

In the past year, dealers made great strides demonstrating commitment to customers and strengthening the overall image of dealerships. Dealers continued in a campaign to offer competitive financing rates, access to many credit sources, and the convenience of one-stop shopping. In addition, dealers focused on enhancing customer loyalty and satisfaction as well as addressing the need for additional qualified auto technicians.

2005 NADA Chairman Jack Kain opened the second general session vowing to “continue the fight” emphasizing the association’s continued effort in the dealer finance process and improving the image of dealers. Kain further challenged the industry to continue working on developing “customers for life.” “Good things can come from pursuing the customer-for-life concept. I have families that have been doing business with me for nearly 50 years.” *Kain*

How does ADP Hayes-Ligon factor into the goal of dealers to strengthen their image and retain “customers for life”? Simple...with the ServicePricing™ product, dealers will be able to provide more professional and knowledgeable service to their customers, while increasing customer credibility, loyalty, and overall satisfaction.

And in light of changes in the marketplace, ADP Hayes-Ligon is providing dealers with the latest technology in services, products, and tools to improve customer satisfaction and team efficiency. ADP has designed DealerSuite.com™ to help dealerships project a contemporary and progressive image, and to contribute to an even more satisfying buyer experience. Dealers using ADP products and services are able to access the new ADP Support Network™ and product information and documentation from the Support Channel™ on the Internet.

This people-friendly and easy-to-use navigation center improves your team efficiencies by allowing quick and easy access to the Internet and a wide range of general business resources and services. As a result, your dealership will serve customers more effectively and as a client of ADP, your dealership is on the path to continued success in the future.

**Source: NADA News**

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**Helping to provide the best in client and customer satisfaction!**

## Phone Shop Perfection!

Congratulations to all those who received a 100% score on Phone Shops for the month of January. They all gave to-the-penny quotes, did not transfer the incoming callers to alternative departments, and asked the caller for their business.

### Dealership

Jon Murdock Inc.  
S & S Dodge Mazda Towson  
Tysinger Chrysler  
York Mitsubishi

### Carline

Mitsubishi  
Mazda  
Dodge  
Mitsubishi

### Contact

Bob  
Neal  
Dan  
Mike

### NEED SUPPORT?

You can reach us at ...

**1-800-523-8477**

Accounting – press 1

Sales – press 2

ServicePricing Installation – press 3

Client Services (and WarrantyWizard Installations) -  
press 5

ServicePricing Changes – press 7

**To access a party by extension,  
enter their 4-digit extension and press #**

**Fax: 301-296-7250**

**E-mail: [client\\_support@adp.com](mailto:client_support@adp.com)**

### ADP Supports Tsunami Relief Effort

**Our hearts and prayers go out to all those affected by the incomprehensible natural disasters that hit Asia in late December. The ADP Foundation is lending its support to the Red Cross International Relief Fund.**

## New Enhancements



As always, we are working hard to add all the new enhancements that you have requested. If you would like to see an operation added that isn't currently included, please let us know.

- **Acura US:** Now contains 2005 model year data for all sections.
- **Audi US:** 2005 model year data has been added to the following sections: Transmission & Driveline, Suspension.
- **Audi Canada:** 2005 model year data has been added to the following sections: Transmission & Driveline, Suspension.
- **Honda US:** Now contains 2005 model year data for the Element and Insight.
- **Honda Canada:** 2005 model year data has been added to the Internal and Retail Accessories sections.
- **Mercedes-Benz US:** The following sections have been updated with 2005 model information: Service Menus, Brakes, and Fuel.
- **Mercedes-Benz Canada:** The following sections have been updated with 2005 model information: Service Menus, Brakes, and Fuel.
- **Nissan US:** Scheduled Maintenance has been updated with 2005 model year for all models except Frontier and Xterra.
- **Toyota US:** A new section – Body – has been added with the “Window Regular – Replace” operation.
- **Volkswagen US:** 2005 model year data has been added to the following sections: Body and Suspension.
- **Volkswagen Canada:** 2005 model year data has been added to the following sections: Body and Suspension.

401 N. Washington Street  
Suite 300  
Rockville, MD 20850

Client Services Support 1-800-523-8477, option 5  
Visit [www.DealerSuite.com](http://www.DealerSuite.com)