

Increased Customer Satisfaction Lead to Record Sales in 2003

The National Automotive Dealers Association (NADA) reported that the “franchised dealership service and parts sales were more than \$85 billion in 2003, up almost 3 percent from 2002. In recent years, increased competition from independent service stations and quick-lube centers has cut into dealerships’ efforts to lure more customers back for service work.”

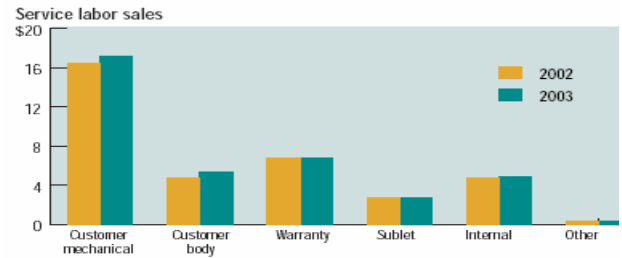
“[Franchised] Dealers have made a major investment in service and parts to beef up customer satisfaction. In 2003 they provided 363,477 service stalls, employed 264,200 technicians, and carried a parts inventory valued at \$5.7 billion.” Customer convenience and service will be the key factors to ensuring customer retention and satisfaction. In an effort to reduce the appeal of the aftermarkets, dealerships are providing more customer service.

In light of these 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. By enabling dealers to provide more professional and knowledgeable service, these products increase customer satisfaction and loyalty, increase dealer efficiency, and increase profit margins to record levels.

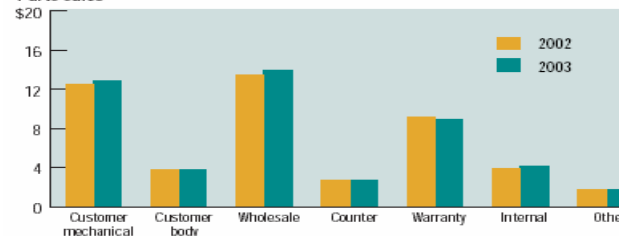
Source: 2003 NADA Data Report

Dealerships’ total service and parts sales

In billions of dollars



Parts sales



Source: NADA Industry Analysis Division

ADP Office Relocation

ADP Hayes-Ligon would like to thank you for your patience during our recent office relocation. Many of our phone menu options have changed so be sure to listen to the voice prompts carefully to contact your desired party. Our toll-free number, (800) 523-8477, and department options will remain the same. Our new local telephone number is 301-296-7200 and fax number 301-296-7250.

We look forward to continuing to serve you.

What’s New

- 1 Increased Customer Satisfaction Lead to Record Sales in 2003
- 2 ADP Office Relocation
- 3 Independence Day Schedule
- 4 Phone Shop Perfection!
- 5 New Enhancements

Independence Day Schedule

Although our office will be observing Independence Day on Monday, July 5, our Client Services staff will be available to assist you from 8:30 a.m. – 5:00 p.m. Eastern Time. Call us at **1-800-523-8477, option 5.**

We wish you a happy and safe holiday!



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 May. They all gave to-the-penny quotes, did not transfer the incoming callers to alternative departments, and asked the caller for their business.

Dealership

Balise Chevy
Balise Chrysler
Balise Ford of Westfield
Balise Ford of Wilbraham
Balise Lexus
Balise Toyota
Chuck Nicholson Mazda
Dan Nelson Mazda
Ingram Park Mazda
Maplewood Toyota
Metro Subaru
Sterling McCall Toyota
Toyota of Santa Maria

Carline

Chevrolet
Chrysler
Ford
Ford
Lexus
Toyota
Mazda
Mazda
Mazda
Toyota
Subaru
Toyota
Toyota

Contact

Beth
Kevin, Norm
Bill, Jason
Jessica
Courtney
Bruce, Steve
Ben
Bill
Roger
Stu
Joe
Chris
Robert

NEED SUPPORT?

You can reach us at ...

1-800-523-8477

Accounting – press 1

Sales – press 2

Installation – press 3

Client Services – press 5

ServicePricing Changes – press 7

**To access a party by extension
or last name, press 6**

Fax: 301-296-7250

Email: clientservices@hayes.ds.adp.com

401 N. Washington Street
Suite 300
Rockville, MD 20850

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.

- **BMW** – The following sections have been updated with 2004 model information: 21-Clutch, 23-Manual Transmission, 24-Automatic Transmission, 26-Propeller Shaft, 31-Front Axle, 33-Rear Axle, 35-Pedals, 41-Body, and 51-Body Equipment.

A new “Tires” section has been added that reflects labor and new tire pricing for Mount and Balance.

- **Ford Canada:** Motorcraft data has been updated.
- **Honda Canada:** Now contains 2004 model year data for all sections.
- **Jaguar Canada:** Now contains 2004 model year data for the following sections: Internal & Retail Accessories, Maintenance, and Service Menus.
- **Jaguar US:** Now contains 2004 model year data for the following sections: Internal & Retail Accessories, Maintenance, and Service Menus.
- **Mercedes-Benz Canada** – The Body Electrical section has been updated with 2004 model information.
- **Mercedes-Benz US** – The Body Electrical section has been updated with 2004 model information.

Client Services Support 1-800-523-8477, option 5

Visit www.DealerSuite.com