



Recording Instructions

How To Record Customized Pre-Recorded Call Messages

The pre-recorded call system gives you the ability to automatically communicate with your customers using brief, pre-recorded messages. This quick reference provides step-by-step instructions on how to record your messages.

Note: FCC rules require you to get permission from customers (opt in) to communicate with them using pre-recorded calls. Customer opt-ins will be obtained via an opt-in website designed for ConsumerConnection communications on behalf of your dealership.

Dealer Instructions

Keep in mind that recording your own messages is optional. If you have opted in for any pre-recorded call communications and have not recorded your own message, we will record the messages on your behalf.

1. Contact Program Headquarters at 866-777-0389 to set the process of using Dealer Voice Dynamic Messages into play and to obtain your five-digit dealer ID.

2. Familiarize yourself with the script(s). See reverse for default script copy.

If necessary, create your own script using the guidelines provided. NOTE: for best results, do not use a speakerphone to record your message(s).

3. Call **858-909-3609** to record your message.

4. State the following information when prompted by the automated recording system:

A. Your Name (i.e., Bob Smith)

B. Dealership Name (i.e., Hometown Motors)

C. Dealer ID number provided to you by your Program Headquarters Representative (i.e., 99999)

D. The name of the communication you wish to record:

1) Purchase Thank You

4) Birthday Message

2) After Service Thank You

5) Anniversary

3) Appointment Reminder*

E. Record your message (i.e., "Hello, this is Bob Smith, general manager at Hometown Motors...")

NOTE: if you make a mistake on any part of the recording, simply start over at the beginning of the current sentence. An Audio Specialist will "splice" together the best parts of your recording into a seamless message for your customers to hear!

5. Hang up to end your recording session.

NOTE: to record additional messages, you do not need to hang up. Simply remain on the phone and continue at step 4D above by stating the type of message you wish to record next.

6. Your recorded message(s) will be finalized by an Audio Specialist. At that time, your Marketing Service Representative will send you a copy of your message(s) via email for approval. Your newly recorded messages will not go into effect until you notify your Representative of your approval. If you have any questions or concerns after receiving your message(s) via email, please contact customer service at 866-777-0389.

* When recording the Appointment Reminder message, be sure to pause briefly for the date and time to be added.

Dealer-recorded IVRs are implemented within 3 business days.

For help, contact Program Headquarters:

Phone: 866.777.0389 | Fax: 866.260.3235 | Email: ConsumerConnection@epsilon.com



Default Scripts

Pre-Recorded Messages

Purchase Thank You

Hello, this is [DEALERSHIP] calling to congratulate you on your recent vehicle purchase with us. We value your business and look forward to serving you in the future. We know you have many options when deciding to purchase a vehicle and we appreciate you choosing us. If you have any questions you may contact our maintenance department at [CALLBACK INFO]. Thank you.

After Service Thank You

Hello, I'm calling on behalf of [DEALERSHIP]. We wanted to thank you for your recent visit to our maintenance department. We hope you are satisfied with your experience. If we have not met or exceeded your expectations in any way, please contact our maintenance department at [CALLBACK INFO]. Thank you.

Appointment Reminder

This is a recorded message from [DEALERSHIP] to confirm the following appointment:
[Pause for a second or two to allow the system to add the appointment date and time.]
If you'd like to change your appointment, please call us at [DEALER SERVICE PHONE].
Thank you.

Birthday

Hello, I am calling on behalf of [DEALERSHIP] to wish you a very happy birthday and many more to come. As always, we appreciate your business. We can be reached at [DEALER PHONE] if you need us. Here's to a great year!

Anniversary

Hello, I am calling on behalf of [DEALERSHIP] to wish you a happy anniversary to you and your vehicle! Here at [DEALERSHIP] we are committed to helping you maintain peace of mind throughout your years together. We can be reached at [DEALER PHONE] if you need us. Thank you and have a great day!

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