



AutoSurvey Announces Direct Integration with Advent Resources: Provides Fully Automated CSI Survey Solution for Advent Dealerships

AutoSurvey, an email and call center survey system that provides immediate, relevant and actionable customer feedback in real time, today announced a partnership and integration with Advent Resources, Inc. Advent Resources is the developer of the Advent High Performance Sales System and a leader in F & I, Desking, & CRM solutions for the innovative auto dealer. Dealers using Advent Resources software now have a fully automated CSI survey tool that enables the instant capture of customer feedback and resolution of any service issues before they escalate out of control.

Los Angeles, CA ([PRWEB](#)) January 2, 2007 -- AutoSurvey, an email and call center survey system that provides immediate, relevant and actionable customer feedback in real time, today announced a partnership and integration with Advent Resources, Inc. Advent Resources is the developer of the Advent High Performance Sales System and a leader in F & I, Desking, & CRM solutions for the innovative auto dealer. Dealers using Advent Resources software now have a fully automated CSI survey tool that enables the instant capture of customer feedback and resolution of any service issues before they escalate out of control.

AutoSurvey has developed the technology to monitor all aspects of dealership client satisfaction through its front end applications, back end service module, and issue management system. This direct integration with Advent gives AutoSurvey the ability to tap into the dealer's front end tool to automatically push out surveys without any manual intervention within the dealership.

According to recent industry studies, customer satisfaction with dealership service affects the bottom line for dealers. A CSI score gain of 10 points can add as much as \$300 per customer annually. AutoSurvey's email and call center survey system directly addresses this issue by providing immediate, relevant and actionable customer feedback in real time.

"We are very excited about this integration with Advent Resources that allows us to seamlessly provide our tool to their hundreds of dealer clients. The lack of a speedy and efficient means to gather information about and then handle customer upsets is costing the industry millions each year. With AutoSurvey, a dealer can instantly see and take operational maneuvers to handle any customer dissatisfaction," commented Jason Tryfon, AutoSurvey President.

Advent Resources was formed in 1988 specifically to develop dealership point-of-sale software systems. These systems focus on inventory management, lead tracking, lease and finance calculation and contract preparation and submission, as well as submission of specific information to manufacturers and finance sources. Today, Advent supports more than 400 dealerships and enjoys a market share of greater than 20 percent in Southern California, its home market.

"Our Relationship with AutoSurvey brings a valuable new tool to our clients and we are delighted to be able to offer this new functionality," stated Tim Gill, President of Advent Resources, Inc.

The ability to follow-up and resolve customer concerns is what makes AutoSurvey a complete customer loyalty tool. With AutoSurvey, dealers can manage customer issues immediately; email or call the customer back to let



them know their feedback has been received, assign the issue to staff within the dealership, track staff and customer comments and measure the resolution cost when issues are closed. The system captures the small sparks of customer defection the minute they ignite. It allows dealership personnel to rectify any issues immediately rather than wait weeks for customer feedback from OEM surveys; at which point it's too late.

About Advent Resources, Inc: (www.adventresources.com)

Advent Resources Inc. was established in 1988 and is a leading provider of high value software solutions for the automotive retail environment. Advent fills the dealerships' need for information to manage and maximize profits. The company has successfully automated the sales process, providing key information to the sales force to improve customer contact through the use of letter writing, work plans, goal setting and performance tracking. Located in San Pedro, California, Advent serves hundreds of clients including some of the largest dealerships in the US and Canada. To see a demonstration of the products and services offered by Advent Resources, please visit Booth #2225C at the upcoming NADA Conference & Exposition in Las Vegas, NV February 3-6, 2007.

About AutoSurvey: (www.autosurvey.com)

AutoSurvey Inc. is focused on providing the automotive industry with outstanding Internet Customer Loyalty tools. AutoSurvey minimizes the cost of technology while dealers benefit from quality internet tools designed specifically for the automotive industry.

As AutoSurvey is based on an "Application Service Provider" model no upfront costs are required in hardware or software applications. The company has offices in Los Angeles, California and Markham, Ontario, with representatives throughout North America. To learn more about any of the products and services offered by AutoSurvey please visit www.autosurvey.com or stop by Booth 5663N at the upcoming NADA Conference & Exposition in Las Vegas, NV February 3-6, 2007.

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