



Interactive yourDealer.net service takes the lead from local car dealerships.

Fully staffed service increases customer satisfaction and dealership performance by offering guaranteed immediate human response to all customer requests.

New York, NY ([PRWEB](#)) March 13, 2004 -In August 2003, Active Resource Technologies, LLC., a consortium of Automotive professionals that have spent several years consulting with car dealerships to build and grow successful Internet departments; introduced the yourDealer internet follow-up service for progressive and growth minded dealers throughout North America.

Company officer Douglas Dreyer states "Dealers have spent a lot of time and money attempting to make the Internet a true profit center for their stores. Everyone has been looking for the quick answer to increased sales online, and the solution was never as easy as build it and they will come. Today yourDealer provides real time integration into the systems and processes that make immediate impact on sales and revenue growth. All while keeping the focus on servicing the customers and delivering exactly what they need to make their buying decision."

yourDealer.net provides dealers with full-time dedicated representatives to answer emails and make phone calls to buyers to quickly engage the customers and schedule a time for them to come into the dealership to purchase their vehicle. The process is enhanced by the company's use of real-time monitoring and "quick access" representative availability which routes the leads to the most successful representative available at any given time throughout the day or evening. This is accomplished through the use of proprietary software and processes developed by the company's founders.

NADA reported that in 2002 retail dealerships spent approximately \$1.8 billion on Internet expenses, a total that surely grew in 2003 and will be even higher this year. That money is spent in hopes of capturing a larger percentage of the nearly 80% of car buyers that utilize the Internet during their decision making process. yourDealer.net insures that every opportunity to service an interested buyer by delivering the correct information in a professional and immediate manner is met with the right attitude and approach to comfort the customer and engage them in dialog to proactively meet their needs and bring them into the showroom to drive and buy their vehicle.

"Our new and used sales have increased dramatically every month as the result of our partnership with yourDealer.net. Customers are thrilled at the professionalism of the representatives in their email and phone calls, and are even more amazed by the convenience they provide by responding to every request in only a few short minutes." states Jeanine Hein, General Manager of Merrick Chevrolet in Cleveland, Ohio "yourDealer.net enabled us to eliminate our in-house Internet department, which reduced our expenses dramatically as they increased our showroom traffic at the same time. We typically have 6-10 Internet appointments walk into the dealership every day, people who are generally ready to buy"

The company operates with representatives responding to customers inquires between the hours of 9:00 am and 9:00 pm in the dealerships local time, and has a staffing schedule that insures that all leads are responded to in the shortest time possible.

About yourDealer.net



yourDealer is a privately held company based in New York that provides immediate contact with car buyers through the Internet and telephone to build new opportunities for dealerships to win on their Internet investment. For additional information, contact the yourDealer Public Relations department at 1-866-547-0427, or email at pr@yourdealer.net



Contact Information

David Hein

ACTIVE RESOURCE TECHNOLOGIES

<http://www.yourdealer.net>

646-536-7402

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