



## **Technology-Leading Tennessee Automotive Dealership Selects Client Server CRM Solution Over Hosted Applications After Yearlong Search**

*Wriker Chevrolet Pontiac, GMC of Winchester Tennessee is leveraging its reputation as customer centric dealership by choosing California based start-up BDC Software's, client server CRM solution. Client server applications keep the dealership customer data in house where a hosted application (or ASP) the dealerships data would reside on remote server. For sales forces that do not travel most of the benefits in an ASP environment, go to the software house. Software houses will have a tough time convincing dealerships to store their most valuable asset - their customer's data - off site.*

Winchester, TN ([PRWEB](http://www.prweb.com)) September 2, 2004 -- Walking the Walk in Tennessee. Wriker Chevrolet Pontiac, GMC of Winchester Tennessee has chosen BDC software's automotive CRM Solution after a yearlong search. "We had been looking for a software company that offered an easy to use CRM program that is not a hosted solution. What also separated Business Development Concepts from the rest is the personalized support and implementation strategies, which they offer. For instance, they are assisting us in our Internet search engine placement to drive customers to our web site. Our web site not only lists our vehicle inventory but also our large selection of horse trailers," said Fred Walker Owner of Wriker.

"The Winchester Tennessee area is known for it's famous Tennessee walking horses. We have one of the largest selections of horse trailers here in Tennessee. We want to leverage the Internet as a marketing tool but do not want our customer data residing on a remote server." The vast majority of companies that provide CRM solutions to the automotive retail segment have migrated their applications to the ASP model. A model that is undesirable to most dealer principals. BDC 2.1 helps manage dealerships showroom and service departments work flow without any additional expensive software costs such as MS Office licenses or a SQL server. It provides all the tools needed for dealerships to perform CRM duties.

Developed by Business Development Concepts and BDC Software, Inc., BDC 2.1 for Windows Win 2k/NT automates marketing tasks and improves service bay efficiency. The program produces daily marketing plans, direct mail pieces, e-mail campaigns, service reminders and service follow-up duties. In addition, the software can load balance the service bay based upon thresholds set by the service manager. Dealerships lose on average 2.5 millions dollars per year in service revenue to third party providers due to lack of consistent post sale follow-up by the dealership. BDC Software's BDC 2.1 is built on award winning Interbase database for scalability and performance.

"Ultimately, as a marketing tool, BDC 2.1 will increase traffic to both show room and service departments," says Business Development Concepts CEO, Eugene Gonzales. "BDC 2.1 helps manage the day of the most knowledgeable employee of the dealership - the service advisor. This process will provide more quality time with the customer when they drop off the car for service. This simple action will reduce carry-overs, increase customer satisfaction, and produce revenue for the dealership. For example, the program can create a marketing sequence for customers, which have left the dealership with a recommended service not performed. A simple phone call can bring that customer back to your dealership to have that service performed."

For more information contact BDC Software at 949-295-5192 or visit their web site at [http://www.bdcsoftware.com/products\\_bdc.html](http://www.bdcsoftware.com/products_bdc.html)



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