

4 Ways to Accelerate Sales, Service, and Customer Experience

with AI-Powered Cloud Communications

Help your dealership respond faster, follow up smarter, and deliver a more connected customer experience

Your customers expect quick, seamless responses across phone, text, chat, and video. Your sales, service, and support teams also need every conversation to feel personal and informed. When calls, messages, notes, and customer records sit in separate workflows, follow-up slows and employees spend valuable time on manual work. An integrated, AI-powered cloud communications platform helps your dealership respond faster, preserve context across interactions, and deliver a more consistent experience from the first inquiry through after-sales service.

Let's look at four dealership use cases that show how Unified Communications (UC), Contact Center, AI, and supported DMS and CRM integrations can help improve customer experience, sales efficiency, service scheduling, and day-to-day operations.

SERVICE: APPOINTMENT SCHEDULING AND SERVICE LANE SUPPORT

Make it easier for customers to schedule service and reach the right team.

Your customers want a simple way to schedule service, ask about recalls, check on repairs, or reach the parts department. Your service team wants to secure appointments without long holds or frustrating transfers. During busy periods, abandoned calls and misrouted inquiries can make it harder to deliver the convenient experience customers expect.

Contact Center can help you customize call flows, use intelligent queuing, and route callers to the right destination. AI Intent Routing lets callers speak naturally instead of navigating complex keypad menus, while AI Agent | Receptionist can greet callers, answer FAQs, route inquiries, and help schedule appointments.

After the interaction, Dynamic Notifications can help deliver appointment, recall, and check-up reminders. AI Call Recap can also summarize recorded service calls so advisors and managers have clearer context for follow-up.

Benefits



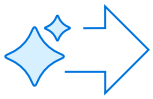
Make scheduling easier

Customize call flows and use AI-enabled routing to help customers reach the right team and schedule service efficiently.



Reduce service friction

Use intelligent queuing, routing, and natural-language call handling to reduce misrouted calls and simplify the service journey.



Support better follow-through

Use reminders, call insights, and post-call summaries to support appointment, recall, and check-up communications.

Capabilities that help deliver this value: UC, Business Voice, SMS and Company Messaging, chat, secure HD video meetings, screen sharing, AI Meeting Recap, AI Call Recap, and the mobile app.

CUSTOMER EXPERIENCE: ENHANCED ENGAGEMENT ACROSS CHANNELS

Meet customers in the channels they prefer and give teams more context.

Today's buyers often research online before visiting, and service customers may move between phone, text, chat, email, and video depending on what they need. When those touchpoints are disconnected, customers may have to repeat themselves, employees lose time switching tools, and managers have less visibility across the customer journey.

UC helps your dealership manage chat, SMS, video conferencing, phone calls, screen sharing, file sharing, and more in one platform. For dealerships that rely on Microsoft Teams, UC and Contact Center embeds directly in Teams which allows employees to manage all communications within the Teams environment they already use, fitting into the dealership's existing technology stack.

AI can add context to these conversations. AI Agent Assist can support human agents in real time by suggesting responses, summarizing calls, retrieving relevant information, and helping resolve customer issues more efficiently. AI Supervisor Assist and AI Evaluator can help managers coach teams and review conversations against consistent criteria.

Benefits



Create easier customer journeys

Help customers move across phone, SMS, chat, video, and other supported channels with fewer unnecessary handoffs.



Give employees more context

Help employees work within familiar tools while using AI-assisted insights, summaries, and relevant information to help teams respond with greater confidence.



Support coaching and consistency

Use AI Supervisor Assist and AI Evaluator to help managers identify trends, coach teams, and review interactions against consistent criteria.



Capabilities that help deliver this value: Unified Communications (UC), AI Assistant, AI Meeting Recap, AI Call Recap, AI Receptionist, chat, file sharing, mobile app, desktop app, video meetings, and secure communications.

PERSONALIZED INTERACTIONS: UC INTEGRATION WITH DMS AND CRM SYSTEMS

Give your team the context to serve customers without slowing the conversation.

Your customers expect to be recognized, and your employees need quick access to relevant details such as customer history, preferences, and previous interactions. Manual lookups and call logging can slow the experience and create extra administrative work. Supported UC DMS and CRM integrations help connect customer records with communication workflows. With Phone Alert, relevant customer information can appear on an employee's screen when a call is received, helping the team greet customers by name and respond with more context.

For supported CRM workflows, automatic call logging can capture details from completed inbound and outbound calls, including caller and callee information, call direction, timestamp, and duration. Where available, AI Call Recap can add summaries, transcripts, sentiment analysis, and topic highlights for additional context.

By capturing details such as caller and callee information, call direction, timestamp, and duration, automatic call logging can also give supported DMS and CRM platforms more complete interaction data. Where those platforms offer AI-powered lead scoring, customer insights, or service recommendations, that additional call activity can help improve the quality of those insights.

Did you know that we offer a range of phones, headsets, and accessories? Ask us about how these can help meet all your needs.



Benefits

Personalize the first response

Help employees see relevant customer details when a call comes in so they can greet customers by name and address needs quickly.

Reduce manual work

Use Phone Alert and automatic call logging to reduce manual lookups and data entry during busy sales and service workflows.

Keep records connected

Help call activity and follow-up context stay tied to customer records, giving dealership teams and supported DMS or CRM intelligence tools a more complete view of the customer.

Capabilities that help deliver this value: AI Receptionist where available, AI Intent Routing, Contact Center for district support workflows, AI Agent Assist, AI Supervisor Assist, AI Evaluator, mobile app, Archiving, and UC or Microsoft Teams embedded integration.



DMS INTEGRATION PARTNERS



Reynolds & Reynolds

Reynolds & Reynolds is a leading provider of Dealer Management Systems (DMS) and Customer Relationship Management (CRM) solutions for the automotive industry, helping dealerships streamline operations, manage inventory, and build strong customer relationships. Their advanced ERA-IGNITE DMS platform integrates sales, service, parts, and finance into one comprehensive solution, while tools like their FOCUS CRM system enhance customer interactions with data-driven insights. By integrating UC with Reynolds & Reynolds' powerful DMS, dealerships can leverage features like Phone Alert for instant customer recognition and efficient call handling, creating a seamless experience that enhances productivity and customer satisfaction.



HubSpot CRM

Featured integration: HubSpot CRM. If your dealership uses HubSpot, the UC integration can automatically log completed inbound and outbound calls to the associated contact timeline, capturing details such as caller and callee, call duration, direction, timestamp, and assigned user. Where configured, screen pop and click-to-call can help your team connect communications directly with CRM activity.



CDK Global

CDK Global's Customer Relationship Management (CRM) solution is a powerful tool tailored for larger dealerships seeking a fully integrated approach to managing operations and customer interactions. Designed to work seamlessly within the CDK ecosystem, the CDK CRM connects sales, service, and operations into one cohesive platform. Its robust features, such as customizable workflows, advanced reporting, and automated customer communication, empower dealerships to manage high volumes of data with precision and efficiency. By integrating UC with CDK CRM, larger dealerships can leverage the strength of a unified system to enhance productivity, improve communication, and deliver superior customer experience, all while maintaining the scalability needed for future growth.

DealerSocket

Small to medium-sized automotive dealerships choose DealerSocket CRM for its cost-effective pricing and user-friendly interface designed specifically for automotive dealerships. This accessible CRM solution empowers dealerships to optimize workflows, build customer relationships, and drive revenue growth without enterprise-level complexity. The DealerSocket flexible architecture offers broad integration capabilities, seamlessly connecting with a multitude of DMS ecosystems. By leveraging UC with the DealerSocket CRM infrastructure, dealerships gain enhanced productivity, meticulous record-keeping, and instant access to customer information, resulting in improved team effectiveness and an elevated customer experience.

VinSolutions

VinSolutions is an automotive CRM platform that helps dealerships manage leads, customer activity, and follow-up. The UC integration can automatically log completed inbound and outbound calls in VinSolutions, capturing call details within the customer record. This helps sales teams reduce manual data entry, maintain a more complete interaction history, and follow up with better context.

QUESTIONS? CONTACT US TODAY!

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