## On hold customers are the best target market there is.

POPOLO®
Auto Service Center

You already know they want information: they called YOU.



Use on hold time to focus on your brand, the services you offer, and share product information.

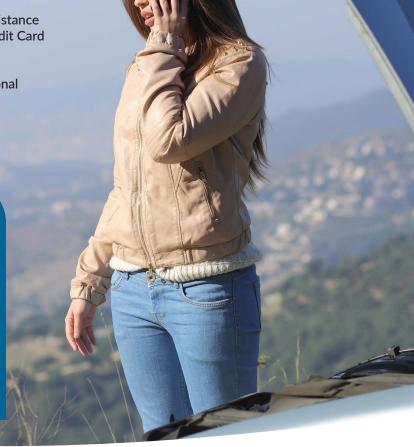
- Remind them about Pronto's Emergency Roadside Assistance program and financing options with the Auto Pass Credit Card and Confident Financial Solutions
- Educate them about proper car maintenance and national warranty's.
- Earn more business by reminding callers of all of your additional services.

## The facts:

70% of all business calls are placed on hold. Your service center is no exception

60% of these callers will hang up if they're put on hold and hear silence or irrelevant messaging

Many will not call back. They will simply call the dealer down the street.



**Spectrio** provides each Pronto affiliate with a digital on hold player and messages customized for your business.

Your Pronto affiliation gives you access to the following special pricing packages:

Free Digital On Hold Player

(a \$99.00 Value)

GenericProntoMessages......\$19.95 per month Site-SpecificMessages.....\$29.95 per month

## FOR MORE INFORMATION CONTACT:

Cody Childress 800.584.4653 x8065 codyc@spectrio.com

