

SERVE YOUR CUSTOMERS LIKE A FINE-TUNED ENGINE

**Customer
Service
Paging**



**Staff
Paging**



**Push For
Service**



**Marketing
Surveys**



www.pager.net

CUSTOMER SERVICE PAGING

Notify waiting service customers anywhere with SMS text messaging

We make sure your customer is notified as soon as their vehicle is ready no matter where they are. Whether they're waiting for an oil change, new tires, major repairs or to speak with a service technician, a customer can be notified on their cell phone or one of our on-premise pagers. NetPage Unlimited gives customers the freedom to leave the waiting area. Now they can visit the showroom floor, grab a bite to eat, or return to work and be notified from any PC located in the building.

Notify Customers Anywhere

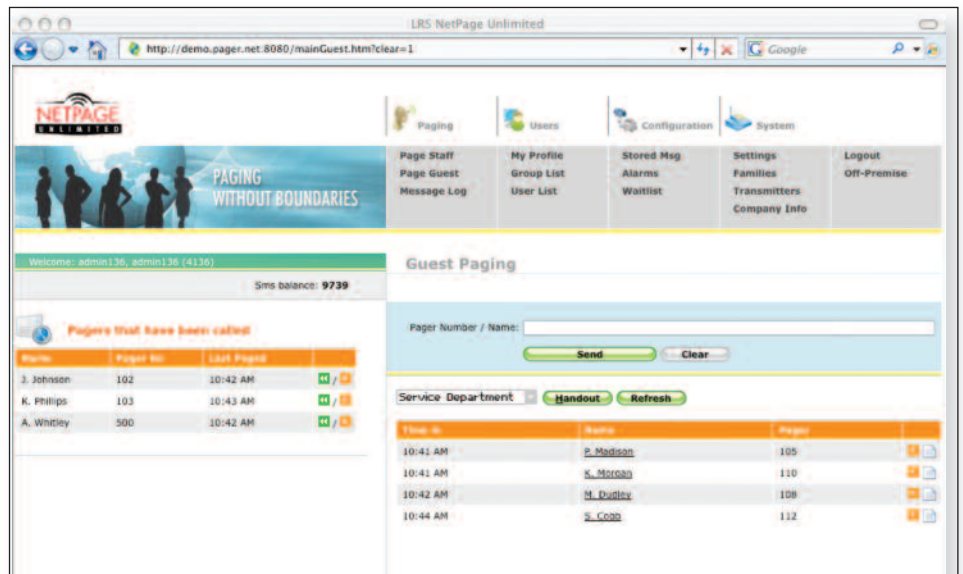
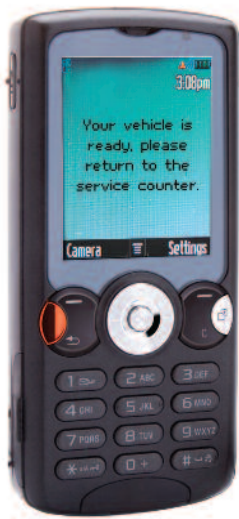
Reach customers with text messaging to their cell phone

Improve Customer Satisfaction

Faster service and the freedom to roam improves customer satisfaction and customer loyalty

Stop Overhead Paging

Eliminate noise pollution and provide a quieter, more relaxed environment



NetPage Unlimited Screen shot with waitlist

Also available: Coaster Call Pagers

LRS also makes available onsite pagers. These pagers may be used in conjunction with text messaging on the NetPage Unlimited System or with our T7400 Transmitter System. The T7400 system features a stand alone transmitter that does not include the web interface or SMS text messaging.



STAFF PAGING

Notify Staff Instantly and Silently

In today's highly competitive world, answering sales and service calls promptly is crucial. But how do you find your people quickly if a customer calls when they're away from their desks? You use the NetPage Unlimited™ PC Paging system.

NetPage Unlimited lets you send detailed text messages instantly from stand-alone or networked computers to a sales associate, service advisor or any other staff member in your building wearing an LRS alphanumeric pager. It's faster than voice-mails, and it isn't disruptive or easily missed like overhead paging.

Reduce On-Hold Hang-ups

Sales associates and service advisors know the moment a call comes in so customers aren't left on hold

Increase Staff Performance

Instant paging promotes faster response time and improved productivity

Get Instant Communication

Send messages instantly to anyone wearing an LRS alphanumeric pager or send SMS text messages to any cell phone

Detailed Messages

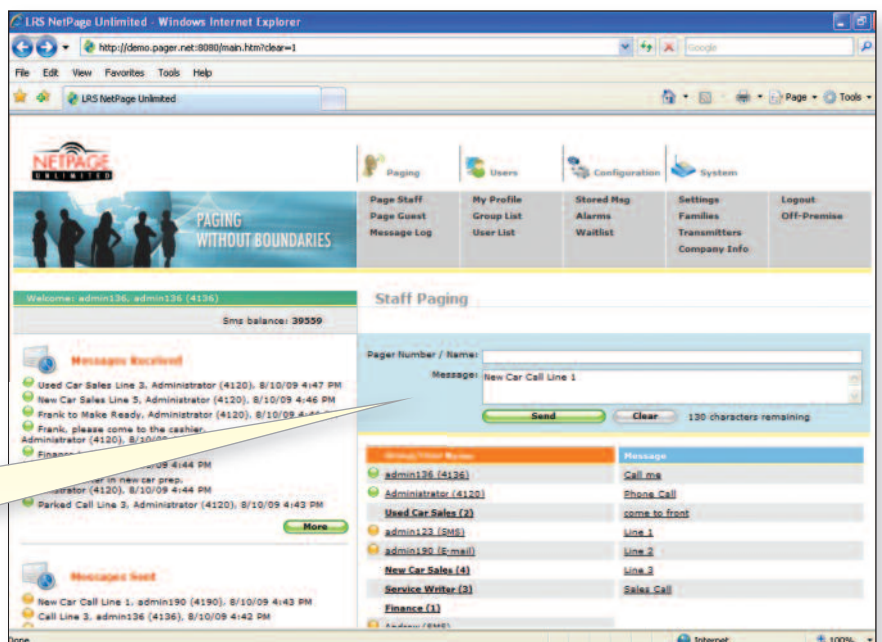
Send custom or pre-canned messages

Page Individuals or Groups

Reach one or several people at the same time

Stop Overhead Paging

Provides a quieter, more relaxed environment



4-Line Alphanumeric
(Battery Operated)



1-Line Alphanumeric
(Rechargeable)

Easy To Use:

1. Open NetPage Unlimited in your browser
2. Enter or Click on a name
3. Type your message
4. Click send

NetPage Unlimited Screen for staff paging



PUSH-FOR-SERVICE

Provide On-Demand Service with Butler XP



**4-Line Alphanumeric
(Battery Operated)**



**1-Line Alphanumeric
(Rechargeable)**

With this push-button paging transmitter, customers can page employees instantly and silently from almost anywhere. Each Butler XP can be programmed to send a specific message to anyone wearing an LRS Alphanumeric Pager. Ideal for departments that don't have staff at their service counters all the time.

This powerful transmitter is perfect for any size dealership. It's 100% weatherproof and made of heavy-duty Lexan® plastic so it can be used anywhere – inside or outside.

Serve Customers Faster

Employees know instantly when a customer needs assistance

Improve Customer Satisfaction

Good service means prompt service. Staff are able to assist guests quickly

Decrease Response Time

Guests are helped promptly eliminating the poor service perception

System Features:

- Sends one custom message directly to a pager (no hardwiring required)
- Pages one person or entire groups (up to 99 groups)
- Re-pages up to 3 times with custom interval
- Single or group paging
- Up to 1/4 mile range
- USB interface
- Uses 2-AA batteries
- Dimensions: 2.75" x 7" x 1.38"

Applications:

- Service Department
- Parts and Accessories Department
- Collision Center
- Rental Counter

CUSTOMER SURVEYS



Get Accurate Customer Feedback Daily

This powerful electronic survey system is the fast, economical way to gather accurate customer opinions and monitor staff performance levels every day. Customers answer a few questions on the easy-to-use survey tray and you get feedback while they're *still* in your dealership.

High Response Rate

It provides more responses than comment cards, 800 numbers, the internet or any other survey program

Reduced Cost

It's a fraction of the cost of traditional paper surveys

Daily Survey Results

Unlike other surveys, results can be viewed daily

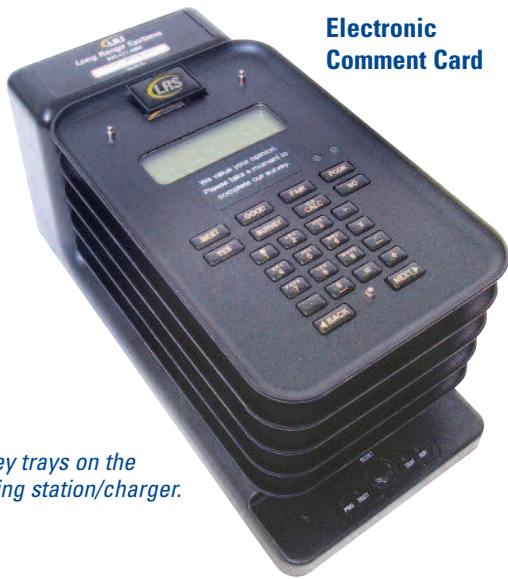
Easy-to-Use

This is a high-tech solution with user-friendly technology

System Features:

- Daily Automated Data Transfer:
 - Custom Surveys that accurately measure the key areas of your operation
 - Establishes a customer demographic profile
- Real-Time Alert Paging:
 - Only device that lets you know instantly when a customer is dissatisfied
 - Increase loyalty by resolving guest satisfaction issues on the spot
- Daily Performance Summaries:
 - Reports benchmark staff performance and pinpoint problem areas
 - Measures individual staff performance
 - PDF Reports are emailed to your management team each morning
 - Data also available in .csv and Excel formats
- Plug and Play Solution:
 - Easy implementation
 - Data is transferred directly through an analog phone line or high speed internet connection

Reporting provides detailed performance statistics.



Electronic Comment Card

Survey trays on the docking station/charger.

Weekly Summary						
Questions / Responses				Response Type		
1	Please take a moment to evaluate your auto service experience			Yes/No		
<i>Response</i>	<i>Count</i>	<i>Percent</i>	<i>Count</i>	<i>Percent</i>	<i>Count</i>	<i>Percent</i>
Yes	136	80.47%	1109	76.54%	4416	75.23%
2	Rate your Overall Service Experience.			Rating 1 - 4		
<i>Response</i>	<i>Count</i>	<i>Percent</i>	<i>Count</i>	<i>Percent</i>	<i>Count</i>	<i>Percent</i>
Best	57	41.91%	484	43.64%	1857	42.05%
Good	69	50.74%	559	50.41%	2242	50.77%
Fair		5.88%	54	4.87%		
Poor			0			

World Headquarters

Long Range Systems, Inc.
4550 Excel Parkway, Suite 200
Addison, TX 75001
800.437.4996 • 214.553.5308
Fax 214.221.0160

LRS India

+91-22-66299999
www.lrsindia.net

LRS Australia

+61 (02) 9955 5700
www.lrsaualia.com.au

LRS Brazil

(+55) 11 41528416
www.lrspager.com.br

LRS Colombia

(+57) 1 - 7592452
www.lrscolombia.com

LRS Canada

877.607.7243
www.lrsCanada.ca

LRS Europe GmbH

+49 531 310542 0
www.lrs.eu.com

LRS South Africa

+27 21 422 4975
www.lrssa.com

LRS United Kingdom

+44(0)1782 537000
www.lrspagers.co.uk

International Offices

Argentina
Chile
Ecuador
Dominican Republic
Guatemala
Israel
Lebanon
Mexico
Panama
Peru
Puerto Rico
Poland
Saudi Arabia
Turkey

www.pager.net

800.437.4996



Auto Dealership ROI

Auto Dealership *Amount of additional revenue by reducing On-Hold Hangups*

How many on hold hang ups do you get daily?	X	What is the average closing percentage?	X	What is the average front end gross on a new car sale?	=	Daily Additional Gross Sales	X	Number of days the dealership is open	=	Yearly gross profit		Paging System Investment	=	Daily Additional Gross Sales	=	Return on Investment (number of days)
8		20%		\$1,000		\$1,600		309		\$494,400		\$10,000		\$1600		6.3
5		20%		\$1,500		\$1,500		309		\$463,500		\$10,000		\$1500		6.7

On-premise paging will:

- Make you money
- Reduce on-hold hangups
- Eliminate overhead paging
- Provide a quieter more professional atmosphere
- Enhance customer service levels by being more responsive
- Increase staff efficiency because they can locate staff members faster
- Eliminate monthly fees if using cell phones (ie: Nextel)
- Pay for itself in less than 3 months guaranteed

Industry Average

Your Dealership

Here's what Our Clients are saying

"I have been very satisfied with both the NetPage system and the service and support I have received after the sale. This system has dramatically improved our internal communication and has allowed us to eliminate annoying overhead pages, creating a more professional sales environment. All of our associates have been provided a pager and can now be reached discreetly anytime, anywhere. They love the instant contact that is now possible with this system. The new NetPage Unlimited software was a quantum leap for us and has truly made this system an indispensable part of our dealership operations. Implementing this system has not only made us more efficient but has also saved us money with a reduced need for cell phones and two-way radios with monthly fees. I highly recommended the NetPage Unlimited system to anyone looking for those technologies that can help them "take it to the next level". Kudos to Long Range Systems for this excellent product and for their outstanding service and support!"

Mark Moore
Service & Parts Director
Lexus of New Orleans