# HEARTBEAT LABS

MAKE LEGITIMATE OUTBOUND PHONE CALLS

No one and we mean no one, answers calls labeled as SPAM. What is your customers' experience?

Engage more customers with Branded Communication and Communication Protection Solutions.

MANAGE - MONITOR - MITIGATE

Practical Example:

A customer inquires about a vehicle of interest through a form on your website. About 15 minutes later, they receive a call from a local number. It's marked "Potential Spam". The customer thinks it could be your dealership, but can't pick up the call so they reply via text, "Who is this?" They receive an automated text reply back, "The number you texted is a landline." The customer takes no further action.
Could this be happening in your dealership?
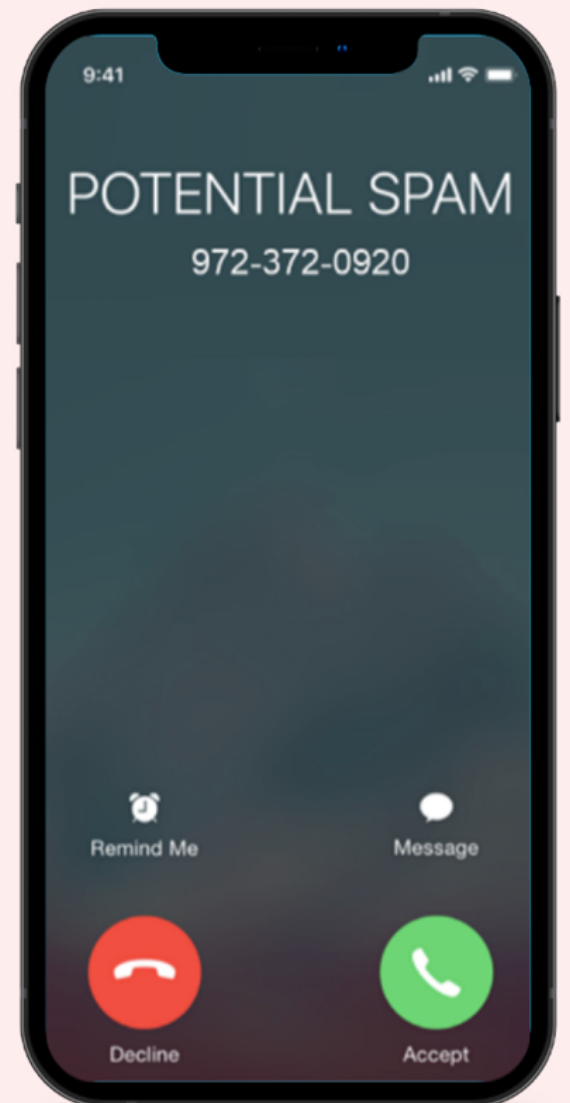
SmartPath Mystery Shop Program
SPAM Monitoring

Every call that comes into the mystery shopping platform when SmartPath shops are conducted is monitored for potential spam. Each shop then receives a SPAM score based on the outbound phone number(s) used when following up on our shopper's lead inquiry. Scores are based on the following criteria:

POTENTIAL SPAM
972-372-0920

Remind Me   Message

Decline   Accept

Clean
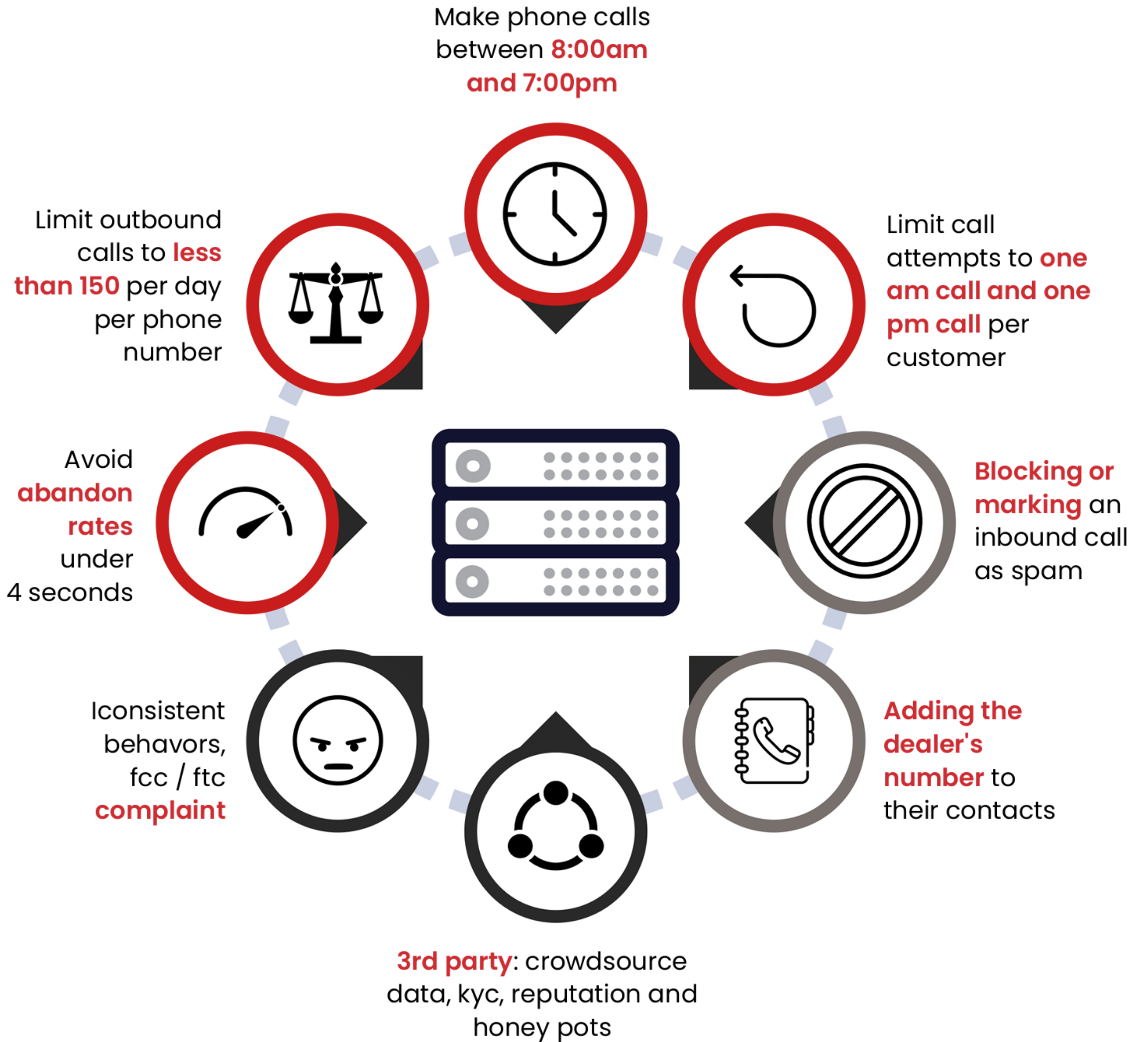
Keep doing what you're doing!

Watch

Review best practices to ensure you are not pushing the envelope with your outbound calling practices.

Spam

CLICK HERE to remediate all of your dealership's phone numbers, not just the ones identified as SPAM. It takes the same amount of time to do all of your numbers as it does to do one. Adopt our outbound calling best practices to ensure your numbers stay clean and then monitor them weekly.

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MANAGING
THE BLACK BOX
SCORING ALGORYTHM

Make phone calls between **8:00am and 7:00pm**

Limit outbound calls to **less than 150** per day per phone number

Limit call attempts to **one am call and one pm call** per customer

Avoid **abandon rates** under 4 seconds

Blocking or marking an inbound call as spam

Iconsistent behavors, fcc / ftc **complaint**

Adding the dealer's number to their contacts

3rd party: crowdsource data, kyc, reputation and honey pots

⬤ Customer control   ⬤ Areas the dealership can control   ⬤ FCC, FTC, Carrier, and 3rd party apps control

HEARTBEAT LABS

Dealer Best Practices: Manage. Monitor. Mitigate.

✓ Limit outbound calls to < 1 50 per day per phone number

✓ Call no earlier than 8 :00am and no later than 7 :00pm

✓ Limit call attempts to one am nd one pm call per customer

✓ Avoid aband on rates <4 seconds

✓ Monitor numbers weekly

✓ Encourage customers to add your dealersh ip number to their contacts

My Number is Marked as Spam! Now what?

1. Remediate and register your numbers
2. Monitor your numbers weekly

FIRST **ORION**
TRANSPARENCY IN COMMUNICATION

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Transaction Network Services