



Overview Call Tracking drives Internet phone referrals to your dealership. All phone referrals are recorded and automatically entered into your lead management system.

BENEFITS

- Captures high quality phone referrals from FordDirect and other third party sites that provide additional sales opportunities.
- Measures the results of your FordDirect phone referrals allowing you to improve your follow-up process.
- Captures demographic information on callers in real-time and enters your phone referrals automatically into your lead management system.
- Records calls for training purposes.
- Provides a Dealer-specific toll-free phone number you can post on all your Internet sites.

RESULTS

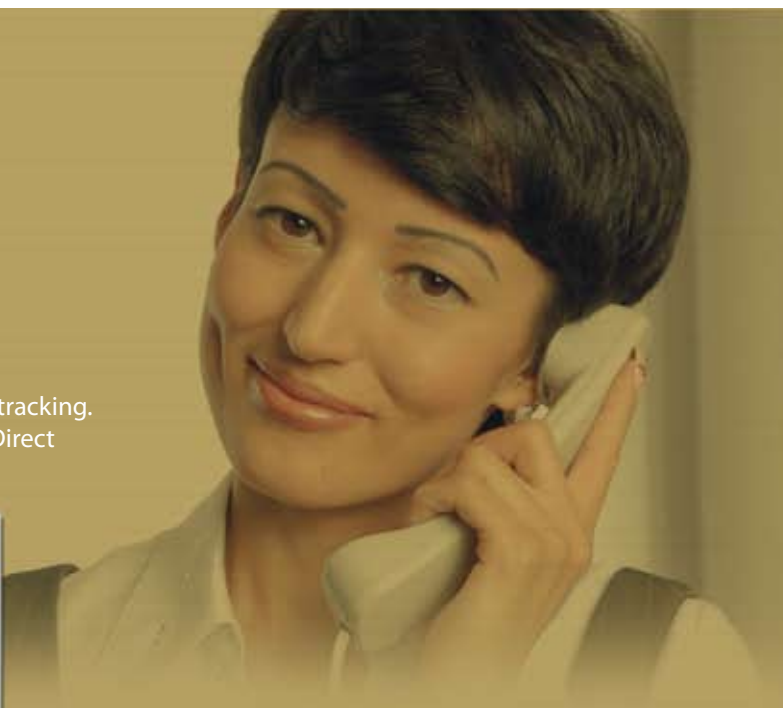
Marketing Exposure

Your Call Tracking phone number is exposed to millions of Ford Internet shoppers each month!

More Referrals

Call Tracking drives high-quality, Internet phone referrals to your dealership.

Improved sales and service skills.



Call Tracking

To listen to or view information about your Call Tracking calls and conduct administrative functions, go to www.forddirect.com/calltracking. If you don't remember your username or password, call the FordDirect Dealer Assistance Center at 866-550-7812.



The Call Tracking Login Page: www.forddirect.com/calltracking

My Callbright is the primary page that you see after logging in.



My Callbright Page

This page provides you an overview of your Call Tracking account. To navigate through the site, use the yellow navigation bar at the top of the page.

Some key areas you'll want to review are:

Console – The Call Console displays real-time phone activity including customer and call information. With one click, you can listen in on a call or learn more demographic information about the caller.

Reports – The Reports section provides additional details about your calls and allows you to extract, sort and evaluate your calls.

Administration – The Administration section provides a fast and easy way to manage your numbers, recordings, data and users.

More instructions on how to begin using your Call Tracking account are located on the back of the Call Track-10 tab in this brochure.

Additional training information and live support is also available on the forddirect.com/calltracking website under the links on the left side of the My Callbright page. Or call the FordDirect Dealer Assistance Center at 866-550-7812.