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MPK Automotive Systems partners with bridgeSpeak®

Interactive speech recognition has been added to MPK's Microsoft-based DMS.

February 28, 2007 (Norcross, GA): MPK Automotive Systems, developer of a Microsoft®-based dealer management system (DMS), has partnered with bridgeSpeak® to bring franchised automotive dealers a convenient and powerful way to connect their DMS with their phone system to help improve all aspects of customer communication.

"Partnering with bridgeSpeak is a natural extension of developing a DMS that works at the speed of today's dealerships," said Paul Gracy, vice president, Development, MPK Automotive Systems. "Through our partnership, we're bridging the gap between personal contact and business processes, bringing dealers a next-generation DMS that helps improve customer service and saves time and money."

bridgeSpeak is a leading provider of speech-enabled interactive voice response (IVR) solutions for auto dealers. bridgeSpeak's Automotive Retail (AR) solution is built on Microsoft® Speech Server, an IVR and speech recognition platform. bridgeSpeak AR unifies a dealership's computer and phone systems, automating inbound calls, streamlining service scheduling and enabling proactive customer communications. "Since both MPK and bridgeSpeak are built with Microsoft-based technology, integrating the two systems has been seamless from a development perspective, as well as from an end user's," added Gracy.

bridgeSpeak's speech-enabled inbound auto attendant helps ensure that every customer call is promptly and consistently answered and quickly directed to the right person or department. Another component of the system generates outbound service appointment reminder calls to customers, helping minimize service downtime. bridgeSpeak's outbound calling feature also integrates with dealers' promotions and customer databases, enabling each communication to include relevant promotional offers. bridgeSpeak also contacts customers regarding recalls, special orders and other offerings.

"bridgeSpeak is pleased to be able to offer MPK customers an opportunity to make their DMS investment work even harder for them," said Bob Spittler, national director, Sales & Marketing, bridgeSpeak. "By integrating dealers' MPK systems with their phone systems and automatically interacting with customers, customer follow up and satisfaction are dramatically improved, driving results down to the bottom line."

MPK's full suite of fully integrated DMS modules, including accounting, sales, parts, service, payroll, CRM and F&I Menu Selling work together with bridgeSpeak's certified speech applications, helping to deliver information quickly and accurately to the people who need it most. Being able to communicate real-time postings and up-to-the-minute access to financial, customer and vehicle information helps MPK's DMS provide a positive return on investment (ROI) for both the dealership and the customer.



About bridgeSpeak

bridgeSpeak® develops, markets, implements and supports packaged, interactive speech recognition (IVR) applications for specific vertical industries. Our bridgeSpeak AR solution connects auto dealers' business systems (DMS, CRM and BDC) and their phone system to improve all aspects of their phone-based customer communication, increasing profits and improving customer service.

bridgeSpeak AR is built on Microsoft® Speech Server 2004 R2. Microsoft Speech Server provides a highly capable, cost-effective platform built on mainstream technologies. Speech Server has enabled bridgeSpeak to bring the business value of speech within the reach of today's auto dealers.

For more information please contact Bob Spittler, National Director, Sales & Marketing, rjs@bridgeSpeak.com.

About MPK Automotive Systems, Inc.

MPK Automotive Systems, Inc. provides a modern automotive dealer management system (DMS) built using the Microsoft Dynamics™ NAV business platform to U.S. automotive retailers. MPK is a certified DMS provider for a number of automotive Original Equipment Manufacturers (OEM) and is currently operating in franchised automobile dealerships throughout the U.S.

For a product demonstration or other sales information, contact MPK at sales@mpkauto.com or call 866-587-9776.

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