

A New Era of Customer Service

Over the past several weeks, the AutoIMS Customer Service team has transitioned to a new model to provide even better service to our clients and the evolving needs of the remarketing industry. At AutoIMS, 'client' means any one of over 525 auctions, 1,500 commercial consignors, and many 3rd party vendors. Our primary focus remains: serve our existing clients.

Thanks to the superb work and ideas of Roger Baldwin and the entire Customer Service team, our new model allows selected team members to focus on responsive, core Support activities, while other team members focus on creating unique Solutions for our clients. We refer to our two pillars of Customer Service as Support and Solutions; these simple names reflect the two major areas where we spend most of our time.

These activities are equally important to the success of our clients and to AASC. The key to our success in this new model is the experience level of our existing staff. That experience will make sure you get routed to the right people when you contact us.

"Our team brings a skill set and knowledge base superior to most Customer Service groups you'll find anywhere," says Roger Baldwin, AutoIMS veteran and manager of the Customer Service Support team, "Anyone working either the Support or Solutions side is capable of rotating to the other pillar if it makes sense."



Vivian Capritto and Mike Greene, AutoIMS CS

New Tools Advancing Customer Service

As our Customer Service team takes a step forward, so does the technology AutoIMS uses to support our clients. At the end of 2014 we upgraded our phone system to a modern, VoIP solution. The new technology allows for easier rotation of inbound client calls, measurement of call answer rates and durations, and portability to enable remote workers. The new system is very cost effective, and will help provide a seamless experience for our clients, even if AutoIMS HQ gets shut down during Atlanta's annual snowstorm. Our new headsets aren't bad either – 'hands-free driving' is nice.

The CS team also undertook a significant project to select a new Customer

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Customer Service Lifecycle

Support	Solutions
90%+ answer rate on our toll-free Customer Service line (888-683-2272) between 8am and 8pm M-F	AutoIMS and RecoveryIMS demonstrations for new clients, auctions, and 3rd parties
Expedient responses to emails sent to customer.service@autoims.com	Consultative discussions to assess needs for custom development
Individual and group training sessions and tutorials	Project management and client liaison for custom development projects
Setting up, on-boarding and training new clients	Setting up and managing trials for new clients

The Art and Science of Remarketing



Much like the remarketing industry and each of your businesses, AutoIMS continues to evolve. So much has changed since our humble start in the late 90's, but rapidly advancing technology, new sales channels, and better decision-making intelligence all make it feel as exciting as it did back on day one.

most frequent questions our clients ask us is, "Are we making the most of AutoIMS?"

Our goal is to make sure each of our clients has that discussion with the right people at AutoIMS. To help start those conversations, we're focused on six areas where our clients often discover opportunities to save time and make money.

Fast forward to 2015, with the vast majority of commercial remarketing being managed through our technology. One thing that hasn't changed is that successful remarketing remains a blend of art and science. We design everything with that in mind – enabling industry standards and portfolio-specific nuance to come together in solutions to make you a hero. One of the

- **Process Automation:** How much data is being manually re-keyed between systems?
- **Pricing Intelligence:** All the tools you need in one place to perform the ultimate blend of art & science.
- **Batch Inventory Updates:** Tools and services to process vehicle data in bulk.
- **Data Field and View Customizations:** Customize AutoIMS so that it speaks your language.
- **Pre-Auction Inventory:** Load and manage vehicles before assigning them to auction.
- **3rd Party Data Connections:** Repo, transport, title, and more. Let our data connections work for you.

Is it time for that conversation? We're standing by for you. Schedule a call with our Solutions team: solutions@autoims.com or call us at 888-683-2272.

Up Your Game Behind the Wheel

How did you learn to drive? Chances are you have vivid memories associated with where you learned to drive, who you were with, and how it felt to be behind the wheel for the first time. There are ways to revisit that excitement. Driving schools can up your game, shake up your expectations, and even change your MO. Here are just a few to consider:

Rick Seaman Stunt Driving School: Extensive stunt experience with a 1-on-1 trainer including 180 spins, car chases, drift cornering, and a perfect 90-degree slide



into a parking space. And that was just practice, next you do it on your own.

Porsche Sport Driving School: A visceral driving experience emphasizing the speed and the adrenaline for which Porsche is famous. High performance and precision driving will be tested on a variety of high and low speed corners. Offerings include: Women Only, Couples, Precision, Performance, Race License, and more.

Skip Barber Racing School: Covers the gamut of driving and racing including Teen Safety and Survival, High Performance, Racing, and Group Events.

Richard Petty Driving Experience: Guests drive a 600 horsepower NASCAR racecar 8 laps around the track at 145mph. Orientation, safety, mechanical and driving instruction included. Ride-along options are available.

Harley-Davidson Riding Academy: In the classroom and on the road, you'll learn safety skills, braking, riding, turning, controlling skids and surmounting obstacles on two wheels.

There is one more way to visit that first driving experience: with a 15-year old at the wheel. Just remember to breathe.

On the Road Again

AutoIMS is spending so much time on the road lately that this newsletter article is even being written on the road. As many of you reading this are well aware, work travel is time intensive, tiring, and yet very important in our relationship-driven industry. So whenever we spot an opportunity to add more value by being there in person, we do our best to say ‘yes.’

Jersey Drivers. Our recent summer travels included a visit to Maserati and Ferrari’s North American HQ, along with visits to existing consignor clients Avis and ARI, all in New Jersey. CEO Mike Broe and CS Director Joe Miller heard a consistent theme in the Garden State: preparing the market for increased volume. In other news, if you’re headed up that way, take advantage of the infamous New Jersey Turnpike. Significant, recent renovations have this highway running fast and smooth – too bad we didn’t have budget to rent a Maserati!

The Motor City. Another recent northern stop included Detroit and its northern suburbs of Southfield and Flint. “It was a treat to visit Flint Auto Auction, one of the most prominent independent auctions in the country,” said Miller,

who made the trip. “Greg Price and the commercial accounts team were incredibly professional and welcoming, and I’m grateful that they accommodated another meeting between AutoIMS and one of our



Venkat Krishnamoorthy, Joe Miller, & Keely Smith

Steer South. In mid-August, the AutoIMS team descended on Ft. Worth Texas to attend the exclusive IARA Summer Roundtable. As usual the IARA organized a compelling slate of speakers, lively roundtable discussions, energized networking sessions, and even some bull-riding. Topics ranged from generational diversity, to manufacturer build data, to never giving up on your dreams. The action packed conference wrapped up with an AutoIMS-sponsored craft beer tasting.

mutual consignor clients in the auction offices. Flint ‘gets’ the idea we promote of bringing the industry together.”

Auction Tours. This article is being written from the office of newly-minted Assistant General Manager of Manheim Baltimore-Washington (and good friend of AutoIMS), Rich Pomplun. Tomorrow we drive up to Manheim PA, the largest auto auction in the world for a tour and to spend time with the commercial accounts team as we are later today at Balt-Wash. “When auctions open their doors to us and show they are open to learning new things about how to use AutoIMS, everyone benefits. Commercial accounts get better service, auction personnel can be more efficient, and AutoIMS always learns new ways we can serve the industry.” Miller will wrap up his Baltimore/PA trip with a visit to Bel Air Auto Auction on the north side of Baltimore.

Upcoming Travel & Events for the AutoIMS team:

- Automotive Fleet & Leasing Association Annual Conference; Sept. 14-16; Nashville, TN
- NAAA Annual Convention; Sept. 22-24; Orlando, FL
- Used Car Week; Nov. 16-20; Scottsdale, AZ

Want to see us? Contact jmiller@autoims.com or 678-597-3928.

1 Degree Smarter



Our own Lee Clark graduated from Southern Polytechnic State University (now KSU) with a MS in Computer Science, after only 3 short years. Data clustering and machine learning were some of

Lee’s most interesting studies. “With so much data now in large, sometimes distributed data centers, the ability to notice patterns and use that to predict behaviors is very intriguing. Requirements and the consequences in implementation call for specialized approaches,” says Lee.

Lee plans to spend more time with his wife, read, and check out some hobbies with his *new* free time.

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Relationship Management (CRM) software tool. The evaluation started by examining available tools that would help us know and serve our existing clients better. As we implement CRM in the coming weeks we look forward to better tracking and managing of support requests and even quicker resolution of issues. We plan to better match client needs with relevant AutoIMS solutions when the opportunity arises.

In summary, it’s been a busy few months in the AutoIMS Customer Service department! We keep moving forward because we never take our amazing clients for granted. Thank you for your continued feedback, trust, and loyalty to AutoIMS.

And by the way, you don’t need to do anything differently to get great help. Just contact us whenever you need assistance. Call (888) 683-2272 or email customer.service@autoims.com.

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AutoIMS Expertise = Customer Satisfaction for Auctions

By Vivian Capritto

AutoIMS Training & Support Manager

As the needs of the commercial consignor base have grown, so has the functionality of AutoIMS. And when auctions have the AutoIMS basics “down pat”, they can handle assignments with confidence and accuracy, moving them through the inventory process in accordance with customer guidelines. Auctions that take the time to learn more about AutoIMS are simply better equipped to tackle customer demands head-on.

Too often we hear Fleet Lease and Commercial Account Managers say how much they love AutoIMS, but feel it is underutilized at their auction. AutoIMS is always available for impromptu training or help, but usually users wait until there is a problem to call. The best auctions get out from behind that 8-ball, and have added confidence when things inevitably go wrong.

AutoIMS takes great pride in helping auctions meet and beat client expectations across all phases of the remarketing lifecycle. In fact, we recently partnered with the NAAA to spread the word on more group training sessions for all NAAA auctions, and are always looking for new ways to serve auctions and clients.

For more information or to schedule AutoIMS training, call Customer Service (888) 683-2272 or email us at training@autoims.com.



Training Hot Topics:

- **ELECTRONIC DATA INTERCHANGE (EDI)** How AutoIMS and auction systems exchange data automatically and update the inventory records
- **DATA ANALYTICS** Using reports to gather information and get ahead of client scorecards
- **TRANSPORTATION** Tips and tricks for transportation managers to get units to auction on time
- **CUSTOMIZED LAYOUT** Learn how to arrange your data columns for at-a-glance access in every vehicle status, including numerous popular ‘cheats’ that make life easier
- **ADMINISTRATION** Setting up AutoIMS users, e-mail notifications, and more