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Manheim Retail Services' new 'Live Advisor' provides instant customer engagement

Manheim Retail Services' has launched a new online chat tool 'Live Advisor'. The service provides consumers with the ability to engage instantly with dealers through any page of a dealer or manufacturer website, boosting customer satisfaction and increasing the chances of converting leads to sales.

'Live Advisor' can be integrated into any part of a dealer or manufacturer website, such as the used car locator or the service and parts pages, and offers customers the opportunity to make instant online contact with dealership staff for further information or advice. It enables the dealer to provide a tailored, individual response to customer queries in real-time – encouraging relationship-building and increasing customer confidence in the buying process.

A key feature of 'Live Advisor' is its real-time visibility of website activity. The product gives dealers the ability to track and build statistics on website visitors as soon as they arrive, enabling the production of accurate analytical reports on demand.

Dealers have the flexibility to use the new 'Live Advisor' service according to the capacity of their individual businesses and can give customers the choice to request a callback during busy periods or 'out-of-hours'.

John Simpson, Managing Director, Manheim Retail Services, comments: "There's no doubt that using 'Live Advisor' improves the chances of making a sale, as research shows that much of the decision-making involved in a major purchase happens quite early on in the buying process. If dealers are equipped with a range of tools to enable them to respond to a customer's needs when they first start looking for a car, the chances of converting leads into sales are significantly improved."

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About Manheim

Manheim is the world's largest automotive services company and, through its unparalleled range of products and services, drives every stage of the used vehicle lifecycle. Winner of 14 industry awards for both service and performance excellence since 2005, including Best Remarketing Company four years in a row, Manheim handles nearly 10 million used vehicles worldwide, facilitating transactions representing more than \$50 billion in value. Manheim is a subsidiary of Atlanta-based Cox Enterprises Inc., one of the world's leading media companies and providers of automotive services. Throughout the world Manheim has over 130 remarketing operations in five Continents, including 38 European locations. In the UK, there are 3 business divisions:



Manheim Retail Services: providing retail marketing support including dealer websites, used car stock locators, professional vehicle photography, showroom systems, sales lead management software and innovative aftersales customer contact systems. It includes the brands of Manheim Retail Marketing (formerly Portfolio), Manheim Lead Management (formerly e-GoodManners) and Manheim Aftersales Solutions (formerly RTC) and Carmony.co.uk.

Manheim Remarketing: providing a national physical auction network, comprising 19 centres of which 7 have dedicated commercial vehicle activities; a dedicated trade-only direct sales channel; 3 online bidding /sales channels. It includes the brands of Manheim Auctions and Manheim Direct.

Manheim DeFleet Services: providing vehicle inspection; asset management and recovery service; SMART repair, reconditioning and pre-sale preparation; transport; logistics; full defleet management and outsourced end-of-contract administration. It includes the brands of Manheim SMART Repair, Manheim Inspection Services and Manheim Asset Management.

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