

Introducing the Next Generation  
of Customer Interaction

# MOMENT OF TRUTH INTELLIGENCE™



# Introducing Moment of Truth Intelligence™ (MOTI)

Everywhere your employees interact with customers and prospects is an opportunity to increase sales and create a quality experience. The employee-customer interaction represents the *Moment of Truth*, your best opportunity to influence how a prospective customer views, values and ultimately buys. What do you do to manage and impact your Moment of Truth?

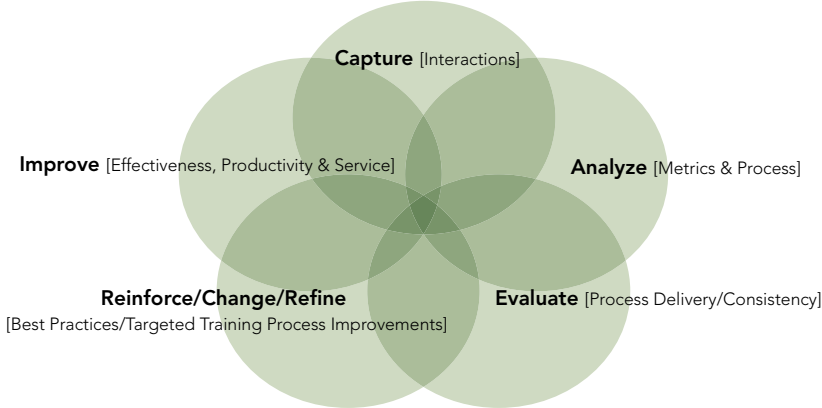
### Did you know?

- Overall, Product Quality Index is up in Auto Sales
- However, 50% of all auto shoppers walk away from a dealership citing poor treatment
- Automotive customers are increasingly sensitive to:
  - Time-related issues when purchasing a vehicle (on average, a 3-hour process)
  - Lack of knowledgeable sales consultants

### How Does the Dealership Benefit?

- Improve appointment ratio and qualifying skills
- Increase sales and add-on sales activity
- Identify phone, showroom floor or lot opportunities at risk
- Maximize lead generation and advertising investments
- Identify and correct behaviors inconsistent with performance, in real-time
- Ensure employees consistently follow performance-driven processes
- Quickly identify individual training/coaching needs

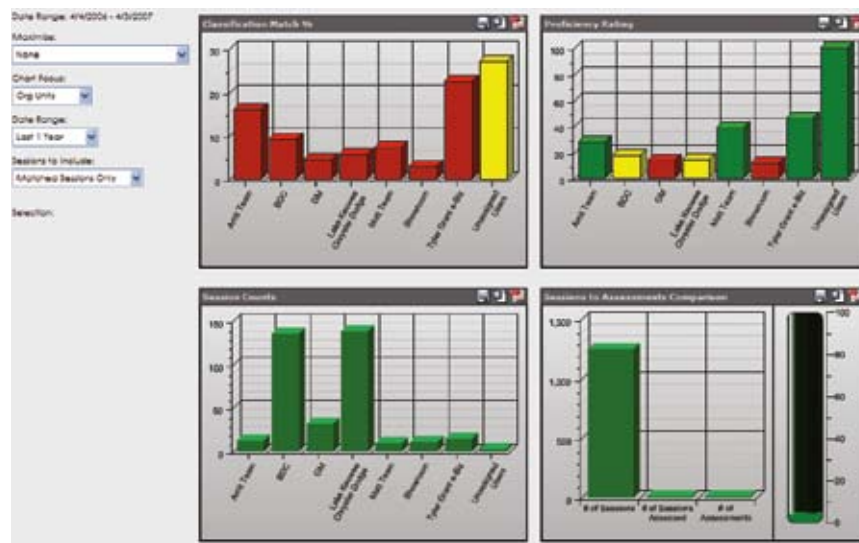
### 5 Stages to Establishing the Truth



## MOTI Does What Is Impossible To Perform Manually...

- Who has the time to listen to every call when what you really want is to save the deal, sell more services and protect your CSI score
- Audio is captured, analyzed and scored without ever putting a human ear to it
- MOTI quickly and easily shows you what types of calls or interactions occurred and how they scored against thresholds designed to measure success
- Phone-only solutions fail to address critical face-to-face opportunities on the showroom floor, during the test drive, on the walk-a-round, in the service lane or the vehicle delivery
- With MOTI, you focus on resolving the issues we identify for you

## A Dashboard That Puts You In The Driver's Seat



**Moment of Truth Intelligence™**  
When you need to know what is happening on the sales floor during every interaction, every day.

Start each day with a clear picture of performance by individual, team and dealership...

- Appointment ratios
- Proficiency of inbound and outbound calls
- Assessments

**Schedule a demo today at [www.traverdemo.com](http://www.traverdemo.com).**

View a demo at [www.travertech.com](http://www.travertech.com)  
(go to Measuring Impact/SoundMirror/MOTI Video)

For more information about MOTI, contact your Traver sales representative or call 800-929-8478 or email Sales Support at [info@travertech.com](mailto:info@travertech.com).



Traver Technologies  
2550 Gray Falls Drive,  
Suite 400  
Houston, TX 77077-6675  
Phone 281-752-6262  
[www.travertech.com](http://www.travertech.com)

# Improve Your Customer Interactions and Win New Sales Today!

## Retail Pricing

# of Users	Install Fee	1-10	11-20	21-30	31-40	41-50	51-60	61-70	171-80	81-100
<b>36 Month Term</b>	<b>\$4,995</b>	\$139.95	\$135.75	\$131.50	\$127.50	\$123.50	\$119.50	\$114.50	\$110.50	\$105.50

*Pricing Terms:* Volume discounts are not retro unless a new contract is signed for a new 36 month term. For example: If a store starts with 8 users, and moves to 12 users but does not want to start a new 36 month term, then their pricing stays as contracted on the first 8. The 9th and 10th are at \$139.95. The 11th and 12th are priced at \$135.75.

*Installation:* 2-Day in-dealership installation process. Includes Traver travel-related expenses. (See specific installation agenda in the SOW when purchasing)

## Custom Programming

Custom programming is priced by customer interaction types and each includes a maximum number of queries for programming. See definition of a query below.

Price	Customer Interaction Type	Maximum Queries
\$5,995	Sales, Service, or Parts face to face	50
\$5,795	F & I face to face	36
\$5,595	Inbound calls	30
\$4,995	Outbound calls	25

*Additional queries beyond the maximums listed above can be purchased for \$395 each (there is no a la carte pricing for queries). Dealership cannot use any queries remaining/unused for other Client Interactions types.*

## Definition of a Query

A single query is a phrase for which the MOTI system will search, qualify and identify what is said. For example, a single query is "can you meet today or tomorrow?" This phrase may be actually said in a variety of ways but with the same intent, such as "can you meet this afternoon or in the morning?" or as "can you meet tomorrow or today?" In this case, a single query is built to identify if the intended phrase was said by addressing the various ways in which it may have been said.