

# PRESS RELEASE

One Main St. S.E., Suite 300, Minneapolis, MN 55414  
t: 612 236 1500 | f: 612 236 1520 | [www.outsell.com](http://www.outsell.com)



## Outsell LLC Announces Release of Live Chat 4.0

*Automotive Digital Marketing firm Outsell today announced the general release of version 4.0 of their leading edge dealer Live Chat Service, increasing service options and coverage to 24x7*

**Minneapolis, MN, November 3, 2009** – [www.outsell.com](http://www.outsell.com) – Outsell, one of the leading providers of digital marketing services to the automotive industry, today announced the general release of **Live Chat 4.0** to automotive dealers and manufacturers nationwide. Live Chat 4.0 enables dealerships to better customize the service to their needs, as well as increasing Live Chat coverage hours to 24 hours a day, 7 days a week, offering bilingual English & Spanish speaking Live Chat Agents and activating “Hot-Lead” SMS notifications to dealerships.

“This release is another step towards increasing online personalized interactions between automotive retailers and their customers and prospects to drive greater customer satisfaction, sales and service ROIs,” said Mike Wethington, CEO of Outsell. “We are always learning from dealers what they want and need, and we have incorporated some compelling new features as a result. With Live Chat 4.0, Outsell now offers dealers a highly customizable digital interaction service to communicate with their consumers on a one-to-one basis.”

### THE LIVE CHAT 4.0 SERVICE SPECTRUM

**Basic:** Outsell’s basic software solution provides dealers with the ability to design their own Live Chat program and communicate in real time with customers on their web site. This software-only application with no Live Chat agent support is available from any computer with internet access.

**Nightwatch:** This service provides the dealer with the flexibility of using the dealer-driven live chat service during business hours, and having a Chat Service that is fully supported by Outsell Live Chat agents after published business hours, 7 days a week. Purchase leads from the after-hours activity are uploaded to the dealer CRM and a notification email is sent to the dealer as soon as the chat is closed. Every Monday the dealer receives a summary sheet of the past week’s Chat activity via email.

**Full-Service:** Outsell’s fully-supported Live Chat Service offers coverage 24 hours a day, 7 days a week. The Live Chat agent contacts the dealer via SMS immediately at the close of each purchase related live chat. The dealership also receives a full transcript of all live chat activity through their CRM and email. A weekly live chat activity summary is also sent to the dealership every Monday.

To learn more about Outsell’s Live Chat service, visit [www.outsell.com](http://www.outsell.com).

### About Outsell LLC

Outsell ([www.outsell.com](http://www.outsell.com)) is a digital marketing firm that helps market leaders effectively engage consumers. We execute intelligent, data-driven digital marketing campaigns that change consumer perceptions, drive incremental measurable sales and deliver more revenue per ad dollar spent.

**Outsell** *The Intelligent Marketing Company*™

### Media Contact

Sahil Merchant  
[sahil.merchant@outsell.com](mailto:sahil.merchant@outsell.com)  
612.236.1517