



# Paragon Honda

*Revolutionary Lead Scooping Communication*



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## Paragon Honda and Acura / GetABBY

**The Company:** Paragon Honda ([www.paragonhonda.com](http://www.paragonhonda.com)) and Paragon Acura are premier Honda and Acura dealers in the New York City (Queens) area. Ashley Antonio is the Internet Manager at both Paragon Honda and Paragon Acura – and a true Champion of the ABBY project that started in August of 2007. The project also involved The Rikess Group ([www.rikessgroup.com](http://www.rikessgroup.com)) – and it's principal Mr. Mark Rikess. Mark and Ashley were responsible for preparing the requirements documents, needs assessment, expectations, and project success criteria. New York City based Paragon Honda and Acura is leading the way in innovative (cutting edge) ways to provide customer care and sales solutions to it's customers and prospects.

**The Challenge:** Thousands of Internet leads come into Paragon Honda and Acura every month. These individual prospects are followed up for between 10 and 15 days – and then a new group of prospects take their place. However, a large percentage of Internet buyers purchase 60 to 90 days after they initiate their intentions. As Ashley said, "It's very expensive and time consuming to track and consistently follow-up prospects for the complete 90 day cycle. The Internet itself acts as an excellent 'cloaking' device making it very difficult to distinguish the buyers from the shoppers."

**The Solution:** In order to continue the prospect follow-up process thru 90 days, with high-quality, consistency, and with an eye on cost → Paragon enlisted GetABBY to develop an Interactive Voice Response (IVR) system that allows prospects to interact, say whether they're still in the market, how soon they're going to purchase, and what they're looking for in a vehicle and dealership. ABBY talks to the prospect and makes it easy for the prospect to even dial in – and leave their information that way – without the need to access a member of the Paragon team. ABBY's messages dynamically change based upon a prospect's previous interaction. Prospect responses are followed up and appointments are booked daily by both the dealership and a separate business development center.

**The Results:** According to Ashley, “ABBY has done everything we’ve asked. ABBY is reviewing 5,000 prospects every month, and finding the 13% really want to buy a car today. Before ABBY, we considered adding more temporary employees, but ABBY gives us the consistency and flexibility we need without the expense of additional resources.” “ABBY accommodates our business’ demands without affecting our day-to-day activities,” added Ms. Antonio.

**About GetABBY:** GetABBY is a leading provider of artificially intelligent, natural language, enhanced Interactive Voice Response (e-ivr) solutions. GetABBY enables organizations of all sizes to quickly deploy powerful telephony applications. More than 1,000 customers turn to ABBY’s patented suite of applications to enhance customer service and marketing using intelligent speech recognition that can automate most phone (and web) based interactions. With an innovative Internet-based solution (that requires no investment in hardware, software, or human resources) GetABBY balances the need for high quality communications with affordable pay-as-you-go pricing.

The screenshot shows the Paragon Honda website interface. At the top, there is a blue header with the Honda logo and the Paragon logo (Since 1929). Contact information for sales (888-703-4259) and service (888-711-0548) is provided, along with the address: 57-02 Northern Blvd, Woodside, NY 11377. A prominent badge states "#1 CERTIFIED HONDA DEALER IN THE WORLD!". Below the header is a navigation menu with links for NEW INVENTORY, PRE-OWNED, SPECIALS, FINANCING, SERVICE, and CONTACT US. A secondary menu includes RETURN TO HOMEPAGE, ESPANOL, QUICK QUOTE, MAP & DIRECTIONS, SCHEDULE A SERVICE APPOINTMENT, VALUE YOUR TRADE-IN, and a LIVE CHAT button. The main content area features a "GET A QUOTE" form with fields for First Name, Last Name, Phone Number, Email Address, and Confirm Email Address. To the right of the form are sections for "MOBILE SHOPPERS?" and "TEXT SHOPPERS?". Below the form is a video player for "PARAGON HONDA SPECIALS" featuring "THE ALL NEW 2010 ACCORD CROSSTOUR". Further right are promotional banners for "PRE-AUCTION CLEARANCE", "Paragon Rewards", "EASY APPROVAL FINANCING", and "CARS UNDER \$10K". The footer contains contact information (888-703-4259, 57-02 Northern Blvd, Woodside, NY 11377), navigation links (Home, About Us, Contact Us, Spanish), and a copyright notice for BZ RESULTS © 2010.

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