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President

## **TDARX, INC. HELPS ACCELERATE THE REBIRTH OF THE AUTOMOTIVE INDUSTRY**

*Automotive Dealers Creating  
Competitive Advantages with New  
Technology*

WINSTON SALEM, NC — October 29, 2013 — TDARx, Inc., an industry leader in unified communications, announced today that the company has launched a program that is accelerating the growth of the automotive industry. The momentum in the financial markets has brought a few industries back to pre-recession levels, and with this recovery many automotive dealers are seeing the opportunity to secure a foothold in the marketplace. TDARx has developed a unique program that is changing the way in which automotive dealers operate, increase employee productivity and bolster customer service.

The ultimate objectives of automotive dealerships are to deliver exceptional customer service and a great buying experience. Ultimately, the automotive dealer is fueled by the people who are running it and the technology supporting those key employees. Until recently, technology has played a minor role, but new functionality has changed the ways that customers interact with dealerships.

TDARx has identified several technologies that make employees more productive and streamline operations. One example is the functionality offered by Automatic Call Distribution (ACD). ACD

phone systems distribute incoming calls to a specific group of terminals that agents, salespeople, customer service, parts departments or administrative staff use. Routing incoming calls is the task of the ACD system. ACD systems are often found in offices that handle large volumes of incoming phone calls from callers who have a specific need (e.g., customer service representatives) at the earliest opportunity. This significantly reduces the amount of time that a customer has to wait on-hold. Customers can connect with employees faster which drives customer service and satisfaction for all parties involved.

Another example is the functionality offered by the ever popular; “Find Me, Follow Me” feature. “Find Me” refers to the ability to receive incoming calls at any location. “Follow Me” refers to the ability to receive calls at any number of designated phones, whether ringing all at once, or in sequence. An example of this in action is when salespeople are walking around the lot showing cars to prospective buyers and suddenly a customer calls their desk phone. Historically, a salesperson would miss all of these calls and just return them whenever they walk back inside and sit down at their desk. Today’s technology enables them to have that same call ring both their desk phone and their cell phone, at the exact same time. This means no more missed calls

and voicemails to return at the end of the day. Salespeople no longer have to waste time playing “phone tag” and can spend more time selling cars and increasing revenue.

TDARx is a very experienced organization and has deployed and installed unified communications systems of all types over the past several years to various industries. There is a plethora of technology available, ranging from SIP, disaster recovery, cloud computing and more, but TDARx is particularly skilled at finding technology that satisfies the needs of their customers. In fact, their success as a company is due largely to their ability to leverage technology to create competitive advantages for their customers.

Dealerships are in an extremely competitive marketplace and finding ways to streamline operations, keep the customer connected to salespeople and increase customer service levels are of the utmost importance to success. By working with a provider like TDARx, dealerships can increase their productivity and give themselves a unique competitive advantage.

### **ABOUT TDARx, INC..**

TDARx, Inc. came into existence when TeleData Services, Inc., a regional leader in business communications, and Arx Technology, Inc., a leading provider of computer and data

networking technologies, merged in January 2008. The merger enhances TDArx's expertise in a full line of communication technology, which helps its customers increase their profitability and improve competitive advantage.

TeleData Services, Inc. was founded in 1988 by Mike Shuping with partners Michael Nester and Larry Halsey. For the past 20 years, TeleData Services has been and is committed to establishing and maintaining a dynamic partnership with every customer. Extensive

technology and service experience allowed the TeleData Services, Inc. team to develop an understanding of each customer's unique telecommunications requirements, and to respond to those requirements quickly and effectively.

Founded in 2001 by owner Wesley Walker, Arx Technology had been fulfilling the IT needs of Triad businesses. The company has over 350 customers and eight certified engineers. These professionals have a number of advanced industry certifications

including Microsoft, Macintosh, Cisco, Citrix, Novell, and Linux and provides IT-based growth strategies for small and medium businesses. Arx specializes in data, technology and network consulting, security and support.

Today, TDArx is poised to help its customers maximize the return on their investment in communication technology. With TDArx, you can focus on your business, while we focus on your IT! For more information, please contact us at (336) 896-0808 or visit [www.tdarx.com](http://www.tdarx.com).