Liquid™

1MICRO

USER'S GUIDE

Welcome to Liquid, our web-based control for your SalesTouch System. This system is designed to provide your dealership with inventory / key control as well as providing automated marketing, customer management and sales solutions. In this packet you will find:

- Contact information for the 1Micro team to call or email with any questions
- Levels of user authority for employees
- Liquid user's Guide

IMPORTANT CONTACTS

ACCOUNT EXECUTIVE		TECHNICAL		MARKETING	
THERESE SPARBY		**RYAN REIMERS**		**ANGELA MCDONALD**	
DIRECT	(952) 767.1010	DIRECT	(952) 767.1010	DIRECT	(952) 767.1010
EXT	106	EXT	102	EXT	114
FAX	(612) 677.3580	FAX	(612) 677.3580	FAX	(612) 677.3580
EMAIL	Therese@1micro.net	EMAIL	Ryan@1micro.net	EMAIL	Angela@1micro.net

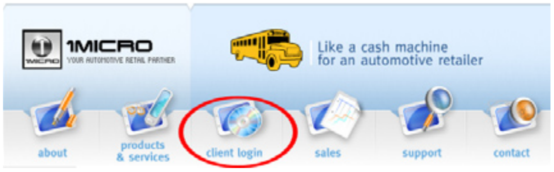
For security purposes, employees are assigned one of four main user authority levels. These levels are described in the chart below. Based on the authority, users will be granted access to the information they need.

USER AUTHORITY LEVELS

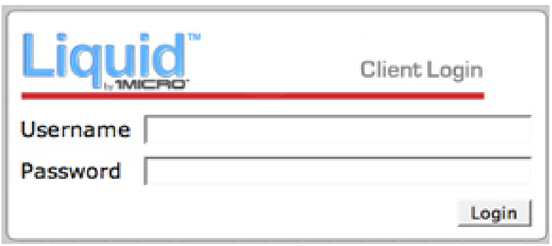
	ADD/EDIT/DELETE PERSONNEL	ASSIGN/UNASSIGN KEYTAGS	MULTI-KEY REMOVE	MULTI-KEY RETURN	ACCESS TO ADD/EDIT CUSTOMERS
ADMINISTRATOR System administrators level have NO restriction for access.	●	●	●	●	●
KEY MANAGER The Key Manager may assign, unassign, remove and return keytags. NO access to customers or users.		●	●	●	
VENDOR Vendors will only have access through VENDOR/LOT WORK button. Limited to key access ONLY.			●	●	
SALES Sales personnel have access to customer data input and key removal/return for test drives.			●	●	●

Login:

Make sure you know your dealer number and the 4-digit password you entered on your Employee Bio. If you do not have this information, please contact the person in charge of the SalesTouch machine at your dealership.

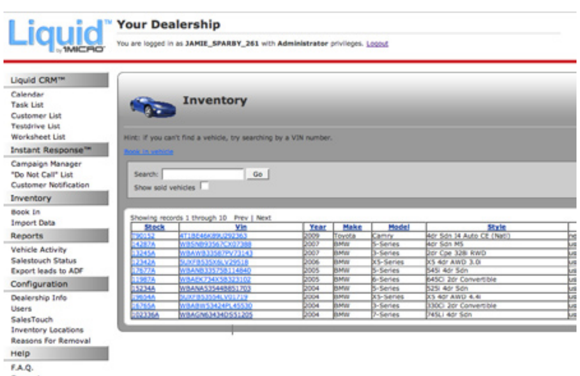


1 Go to WWW.1MICRO.COM. Under the Be Back Bus is a Client Login button (Circled in red). Click CLIENT LOGIN and that will direct you to the Login page.



2 At the Login page enter your username (firstname_lastname_dealernumber) and password (4digits).

3 Click LOGIN on the bottom right.



4 This will bring you to the Inventory Screen. The Main Menu is located on the left hand side of the page. The body of the screen will hold your dealerships inventory. To search for a vehicle use one of the following:

Make

Model

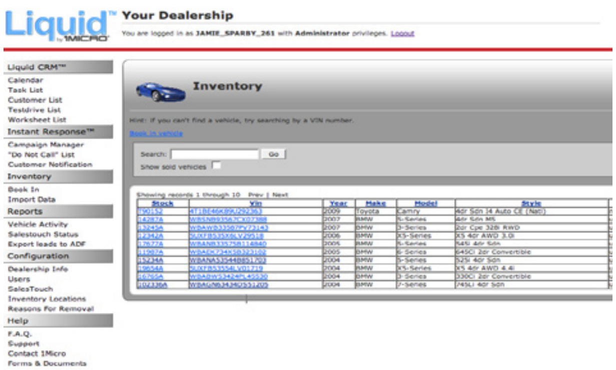
Stock #

VIN #

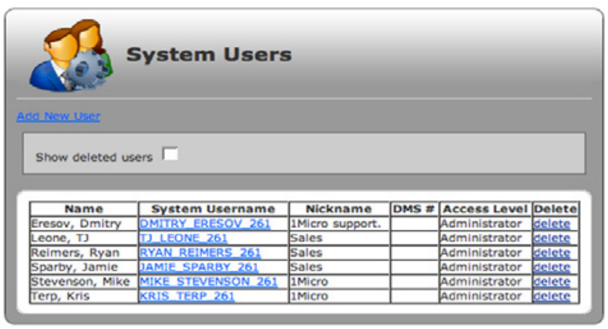
OR a part of one of those four.

From this page you may also Book-In a vehicle using the blue BOOK-IN VEHICLE link.

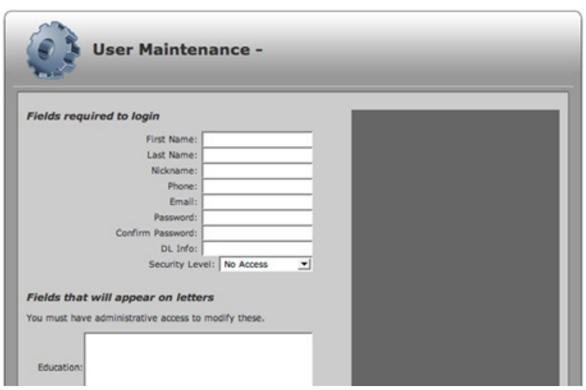
ADD A USER:



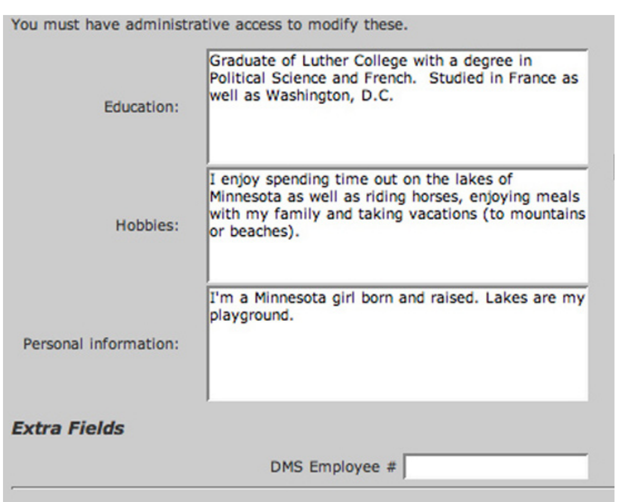
1 Log into the site and refer to the Main Menu, located on the left hand side of the screen. To add a user, click USERS.



2 The System Users screen appears. Click ADD NEW USER in blue located under the people.



3 The User Maintenance screen appears. Click on the box next to First Name. Enter the user's first name. In the next box enter their last name etc. In the Nickname place enter the person's title, ie: Salesperson, Vendor, General Sales Manager etc. You will also have to designate the security clearance of the person you are entering. Administrators have all access, Sales, Vendor, No Access etc. (View the first page in this manual to understand access)



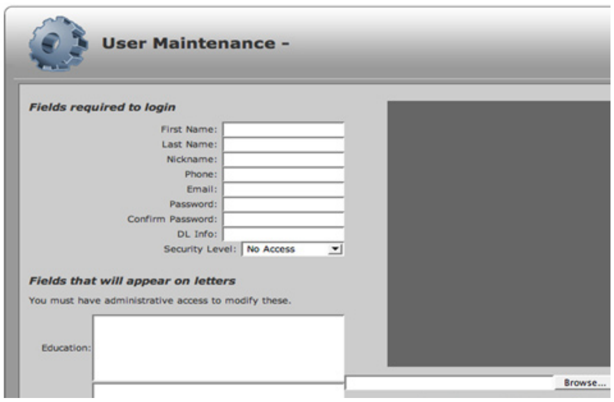
4 If your dealership uses InstantResponse marketing, ALL members of the sales staff should have this section filled out. If the employee bio was not filled out and faxed initially, make sure they fill one out and fax it, OR have someone with Administrator security level edit or input the information.

The Education, Hobbies and Personal Information sections WILL APPEAR in marketing for the entire Sales Team.

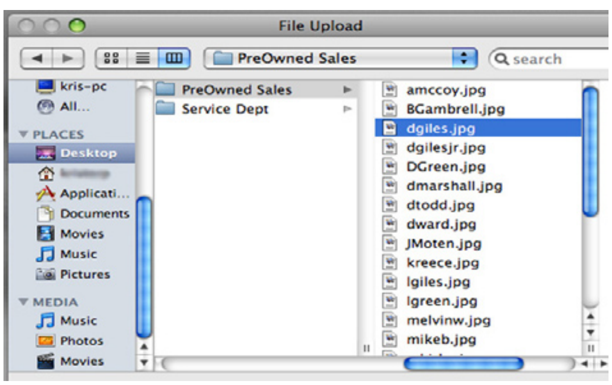
ADD SALESPERSON CONTINUED ON NEXT PAGE...

ADD A USER CONT.

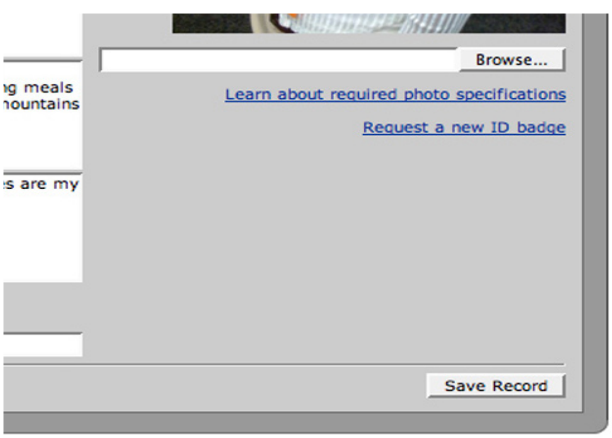
5 Always remember to click SAVE RECORD located on the bottom right (Circled in red). If you click on any menu items or "Request New ID badge" your record will not be saved.



6 Once you click SAVE RECORD, the User Maintenace page will still appear to add a photo. Click BROWSE under the dark grey area, or on the top right of the User Maintenance page.



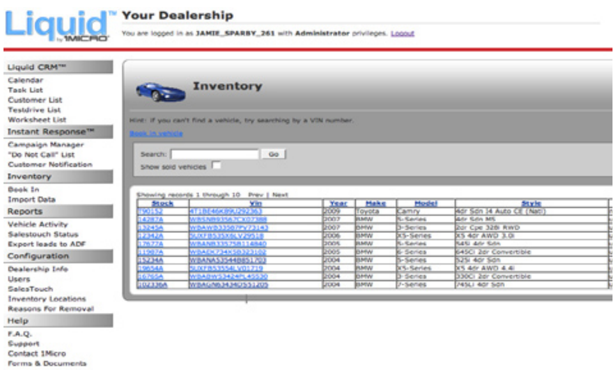
7 Search your desktop for the employee photo and click OPEN on the bottom right. On the User Maintenance Page, click SAVE RECORD. The photo will appear. Use the Main Menu on the left hand side of the page to navigate, or click USERS to continue adding users.



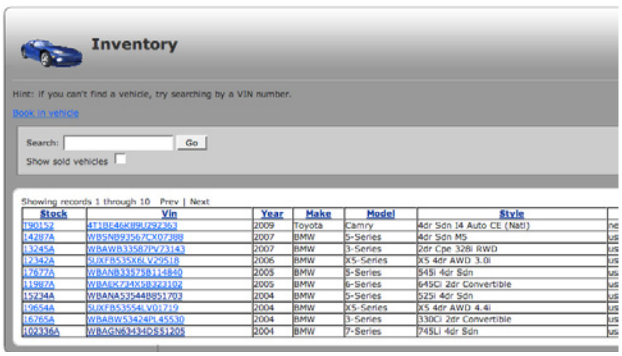
8 To Request an ID BADGE for a new user, on the User Maintenance page click REQUEST NEW ID BADGE. Badges cost $2.95 a piece. Badge and reel cobo $6.79*

*Prices as of 5/2008 and are subject to change.

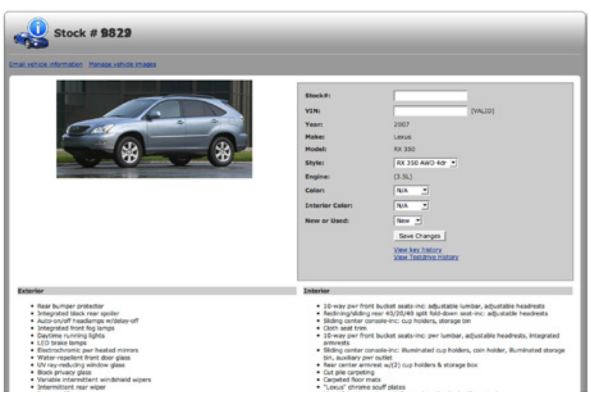
Search Inventory:



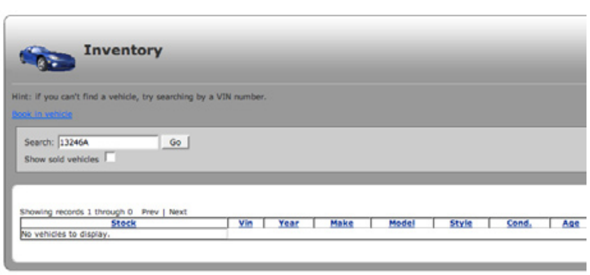
1 By default your inventory page will appear when you log into the website with the main Search box. To search a broad range of vehicles type the Make or Model into the Search field. The best way to search inventory for a vehicle is to use the Stock #. You also may use the VIN or the last 5 characters of the VIN. Click GO.



2 The vehicle stock number, VIN number etc. will appear on the screen. Click on any of the blue links for the vehicle and that will direct you to the Stock # Information page.

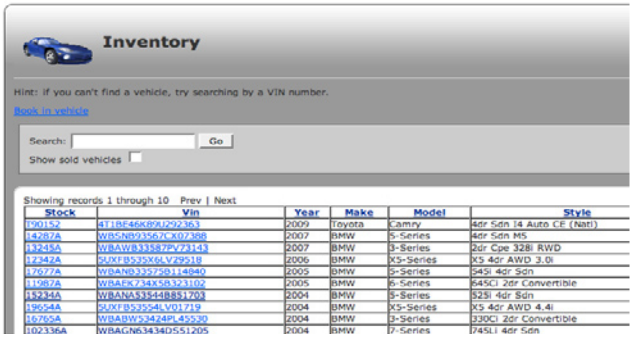


3 This is the Vehicle Information page. This is where you will edit information such as stock number, VIN #, Trim Level, color, etc. From this page you may also email the vehicle information, manage vehicle images, view the key history and view the test drive history.



4 If you enter the stock number and the vehicle does not come up, try checking the box under the Search field to Show Sold Vehicles. If the vehicle is no longer sold and you need to change the status from sold to in stock, follow the directions on the following page.

Change Status:

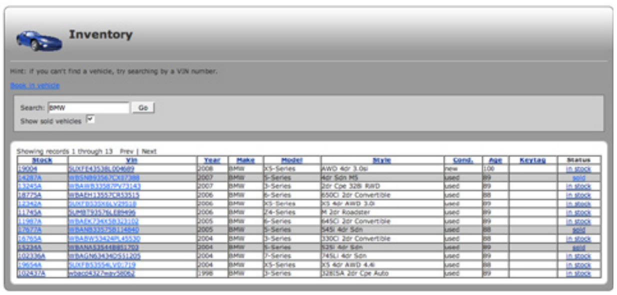


1 Search for the vehicle by entering the

Make Model Stock # OR VIN #

into the Search field.

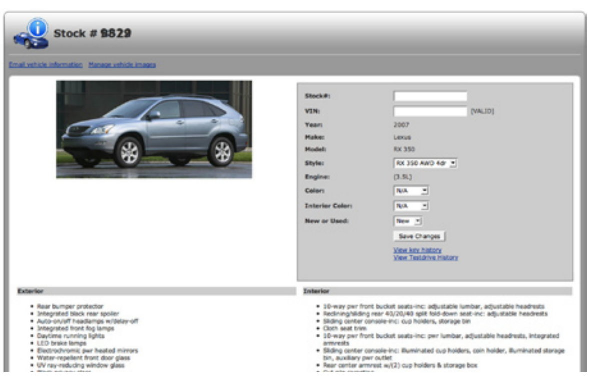
In order to broaden the search to include vehicle marked as sold, click in the box below the search field marked SHOW SOLD VEHICLES. Click GO.



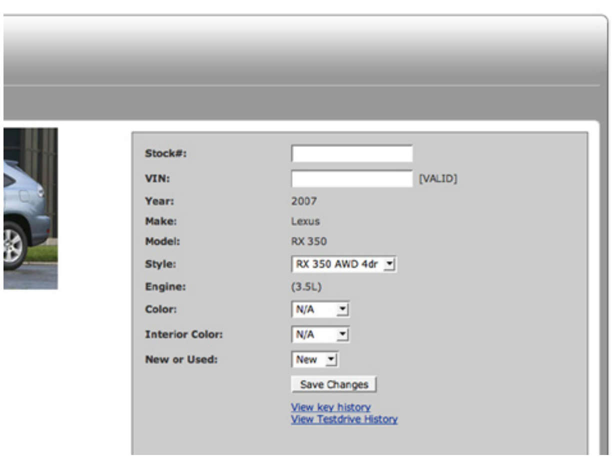
2 If the vehicle is in the system it will appear on the screen. Look at the vehicle STATUS, located on the right hand side of the page. Click on the blue Sold text to change it from Sold to In-Stock or if it is marked as In-Stock click In-Stock and that will mark the vehicle as Sold.

*This is one of the main issues on the Support Line.

Change Trim Level:

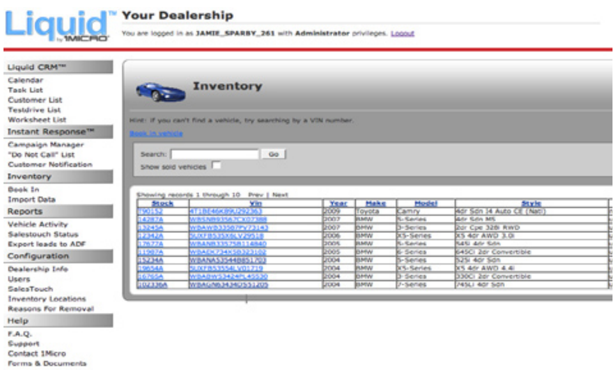


1 Search for the vehicle from the Inventory page using directions above. Select the vehicle you need to edit by clicking the blue stock # link. This will bring you to the Vehicle Information page. To edit vehicle information, focus on the upper right had area tinted gray.

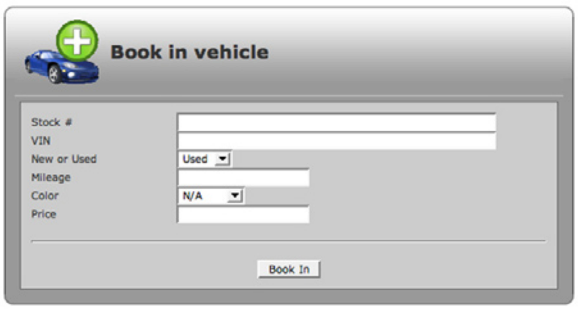


2 The gray area holds the vehicle basics. Areas that are white are dynamic. If incorrect information was used when booking in a vehicle or importing data the trim level, color etc. Correct it here. Use the drop down menu to select the correct Trim/Sytle, Exterior and Interior color, and whether the vehicle is new or used. Click SAVE CHANGES.

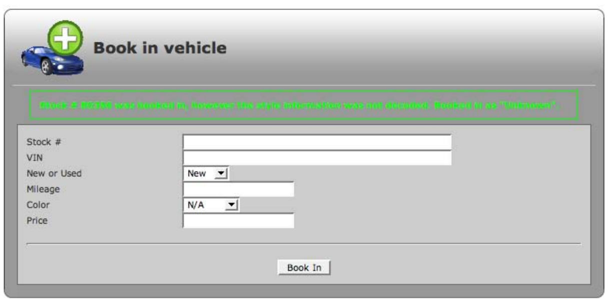
Book In Inventory:



1 After you log in the main page will appear. Click on BOOK IN under Inventory on the left hand side of the screen.

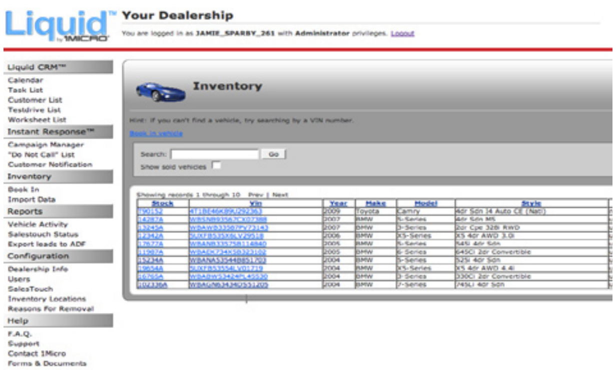


2 This is the Book In Vehicle page. Enter the vehicle Stock Number and VIN, use the drop down menu to verify New or Used status, enter the mileage, use the drop down to select the color of the vehilce and enter price. If the vehicle has several trim levels a separate page will appear to use the drop down menu and select the correct Trim. Click BOOK IN at the bottom of the page.

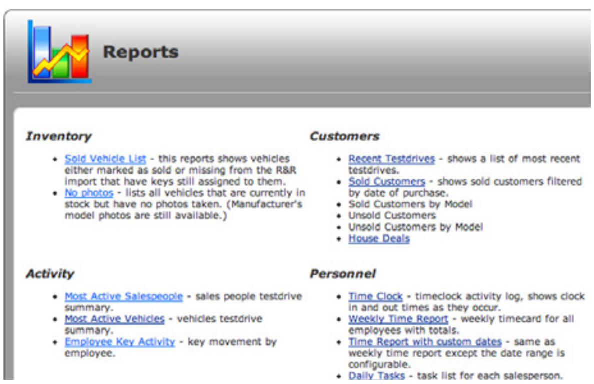


3 Once you click BOOK IN, the Book in Vehicle Sucess page will appear. From here you may either continue adding inventory or use the menu on the left hand side to navigate through the site.

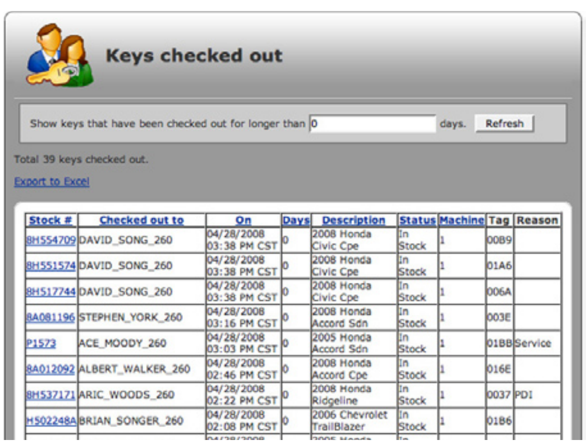
REPORTS:



1 After you log in the main page will appear. Click on REPORTS on the left hand side of the screen.

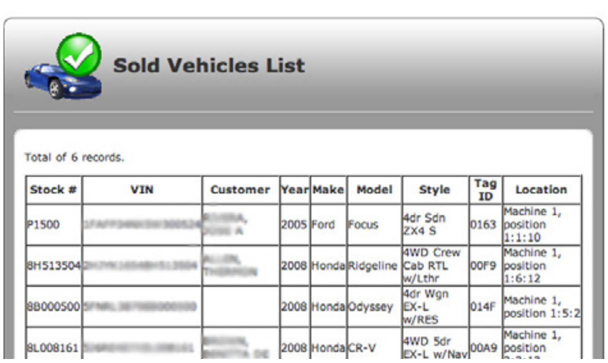


2 This is the reports page. Once here you will find several options. Inventory, Activity, Keys, Customers, Personnel, and SalesTouch. Click the blue link of the report you would like to view. For example I will click on "Keys Checked Out" under Keys.



3 That will bring you to the Keys Checked Out page. The vehicles that are in this list shows the keys that are currently checked out by users. It will also show the reason checked out in the right hand column. Once a vehicle is sold and the keytag is unassigned they will no longer be on this list, but will still be in the system.

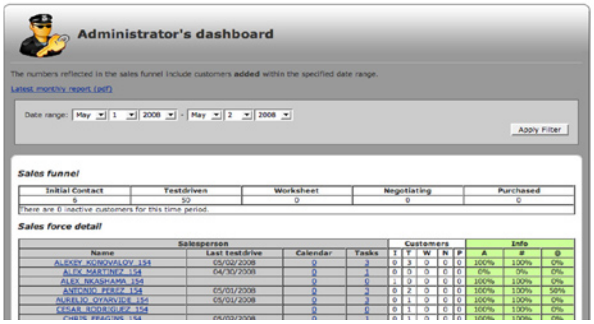
*Here you can see the stock number of the vehicle with keys currently checked out, who they are checked out to, when they were checked out, how long they have been checked out as well as the vehicle make and model, vehicle status, tag number and the reason the key was checked out. By clicking on the blue column title you can rearrange the list.



4 Another report is the Sold Vehicles List. This list shows the vehicles that are sold and still assigned to keytags. This list should be kept at a minimum. Once a vehicle is sold, unassign the keytag from the Machine.

MENU OPTIONS:

These are the options on the Main Menu, located on the left hand side of the Liquid site.



1

LIQUID CRM

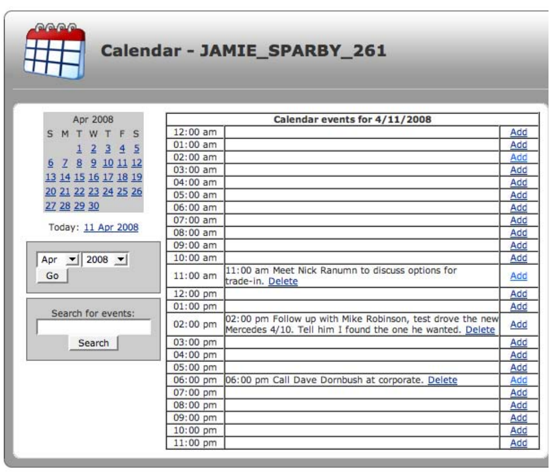
Here you are able to download a PDF of the latest monthly report, view your sales funnel and see the Sales force detail including last testdrive, calendar events, tasks, sales funnel and how they are doing at collecting customer data.

1. Logging in will bring you to the Main Screen displaying Inventory and the Main Menu on the left hand side.

2. Click on the first menu link, LIQUID CRM.

3. This is the Administrator's Dashboard. To Download the monthly report, click the blue Latest monthly report (pdf) link below the cop. That will download the report and you can find it on your desktop.

4. To view all other information, use the drop down menu to select your date range and click APPLY FILTER.



2

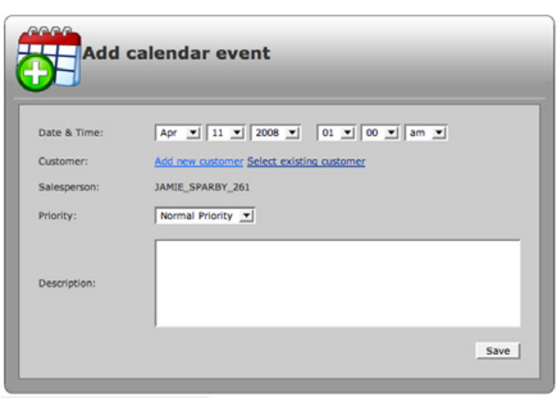
CALENDAR

1.Logging in will bring you to the Main Screen displaying Inventory and the Main Menu on the left hand side.

2. Click CALENDAR, 2nd down from the top.

3. This will bring you to the Calendar page.

4. On the right hand side of the Calendar events for the date selected click the blue ADD link.



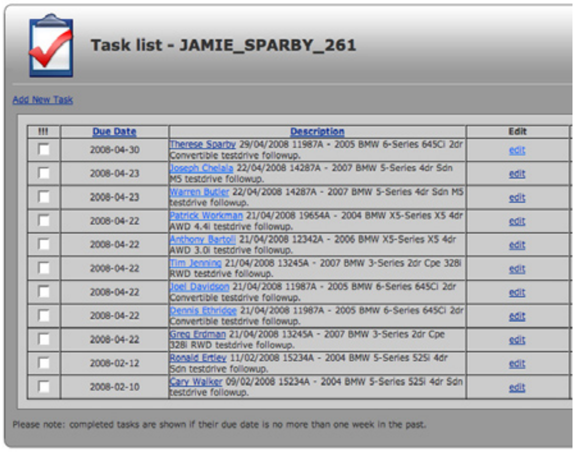
5. Select the date and time of the event using the drop down menu.

6. Attach a customer to the event, either click Add Current Customer OR Create New.

7. Using the drop down menu, title it Low, Medium or High priority.

8. In the white box, enter an event description

9. Click SAVE on the bottom right hand side to add the event.

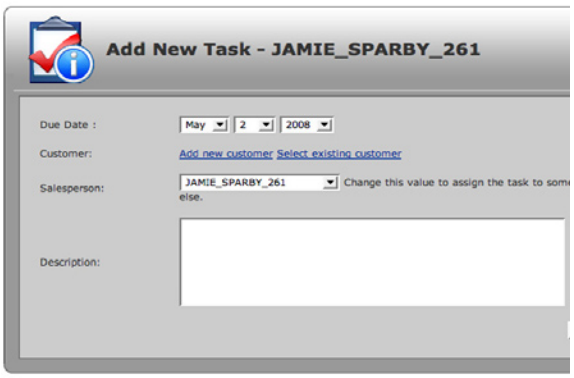


3 TASK LIST

From here you can add, edit, and delete tasks. You can also organize them alphabetically.

1.Logging in will bring you to the Main Screen displaying Inventory and the Main Menu on the left hand side.

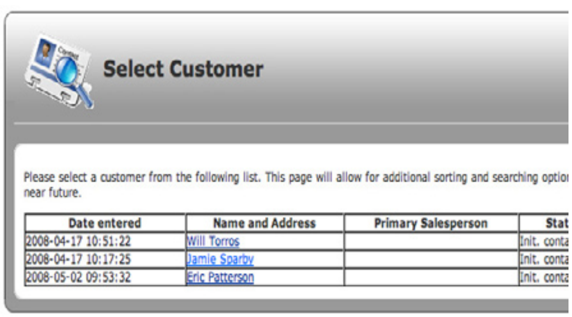
2. Click on TASK LIST (3rd from the top) on the Main Menu.



3. To ADD a TASK , click on the blue link, Add New Task.

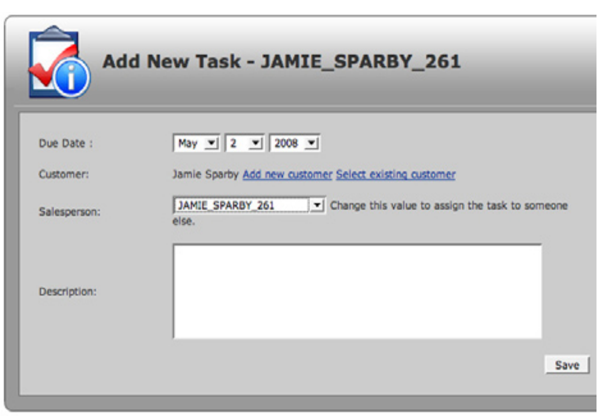
4.Enter the task due date by using the drop down date menu.

5. Select the corresponding customer by either clicking Add New Customer or clicking Select Existing Customer.



6. Click on the blue link of the customer name. That will add the customer successfully to your task.

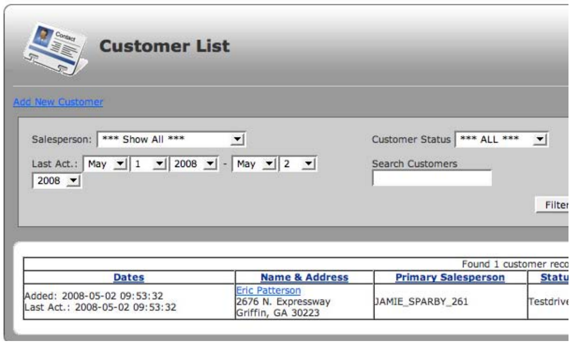
7. Those with ADMINISTRATOR access can change the Salesperson to assign the task to someone else.



8. Add a description of the task in the white description box.

9. Click SAVE at the bottom of the page to record event.

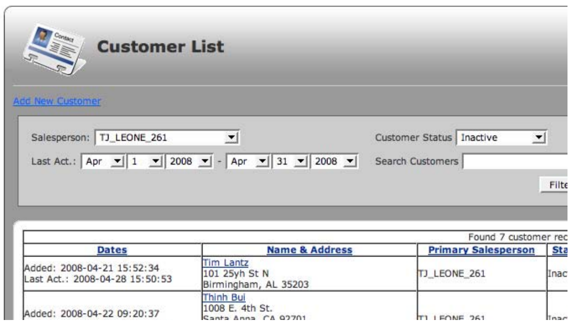
4 CUSTOMER LIST



From here you can add a new customer OR search for existing customers. You can also organize them by date, name and address, primary salesperson and status.

1.Logging in will bring you to the Main Screen displaying Inventory and the Main Menu on the left hand side.

2. Click on CUSTOMER LIST (4th from the top) on the Main Menu.



SEARCH FOR A CUSTOMER:

1. Use the drop down menus to select: salesperson, customer status and a date range for the last activity. Click FILTER.

2. Once the date range is selected, enter the customer information you know in the Search Customers field and click FILTER.

ADD NEW CUSTOMER:

1. Click the ADD NEW CUSTOMER link in blue under the business card.

2. The CUSTOMER INFORMATION page will appear. Enter the information you would like to save.

7. Click SAVE on the bottom right corner.

EDIT A CUSTOMER:

1. Click on the customer name. when the Customer Information page appears, edit the information and click SAVE on the bottom right corner.

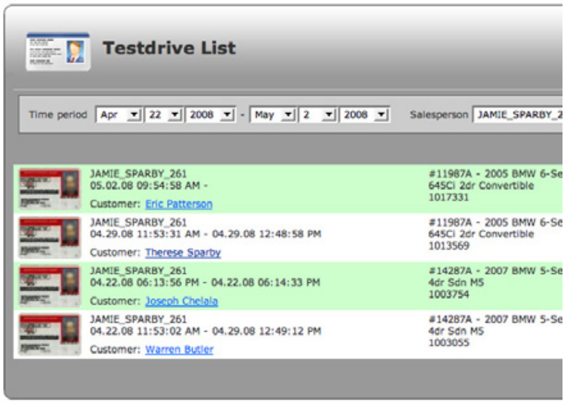
***From the CUSTOMER INFORMATION page you can also:

CREATE AN APPOINTMENT, CREATE A TASK, LOOKUP INFO SEND A CUSTOMER NOTIFICATION & SEND AN E-MAIL

Just click on the blue link under the driver's license photo and follow the prompts.

On the bottom of the page you can also:

CREATE A NEW TESTDRIVE, CREATE A WORKSHEET, ADD A NOTE & VIEW HISTORY



5 TESTDRIVE LIST:

From here you can track Testdrives and customers. You can also organize them by date and primary salesperson.

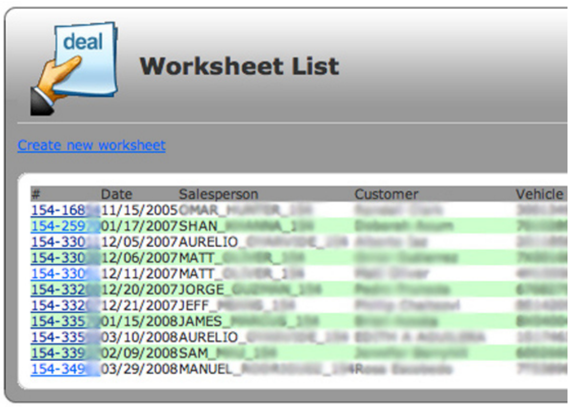
1.Logging in will bring you to the Main Screen displaying Inventory and the Main Menu on the left hand side.

2. Click on TESTDRIVE LIST (5th from the top) on the Main Menu.

SEARCH FOR AN EXISTING TESTDRIVE:

1. Use the drop down menu to select a date range for the last activity and salesperson and click FILTER.

2. The list of testdrives for that salesperson and throughout that date range will come up. To see the Customer Information, click on the blue link of the customer name.



6 WORKSHEET LIST:

From here you can create a new worksheet or view existing worksheets.

1.Logging in will bring you to the Main Screen displaying Inventory and the Main Menu on the left hand side.

2. Click on WORKSHEET LIST (6th from the top) on the Main Menu.

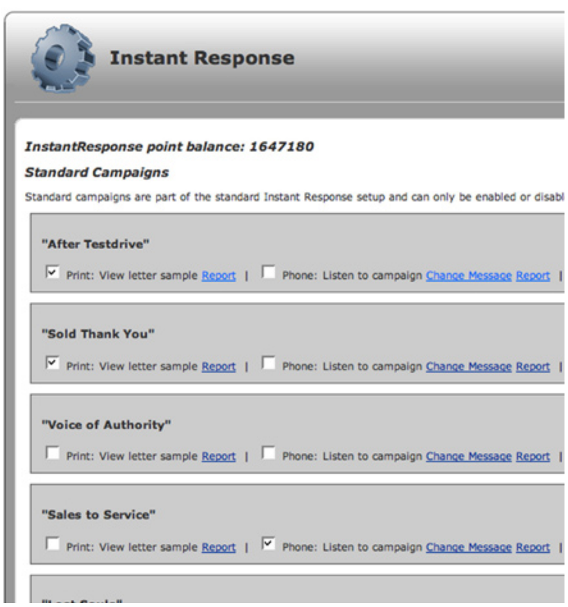
CREATE A NEW WORKSHEET:

1. To create a new worksheet, click the Create new worksheet link on the top of the screen.

2. Select the customer.

3. Add any additional information.

4. Click SAVE AND GO TO PRINT on the bottom of the page.



7 INSTANT RESPONSE & CAMPAIGN MANAGER

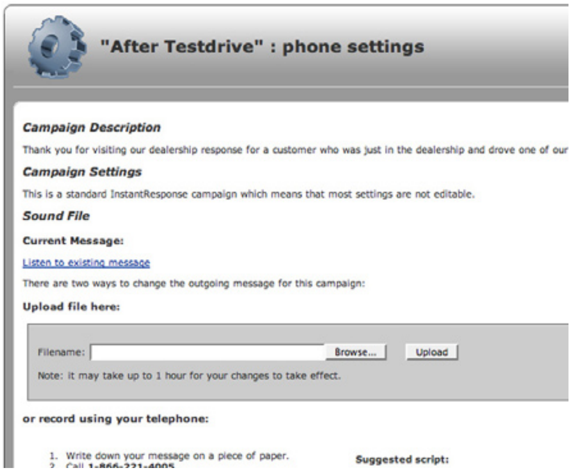
From here you will turn on and off your marketing campaigns if your dealership is using SalesTouch, InstantResponse marketing.

1.Logging in will bring you to the Main Screen displaying Inventory and the Main Menu on the left hand side.

2. Click on INSTANT RESPONSE(2nd Grey) on the Main Menu.

TURN ON MARKETING:

1. Check the box of the corresponding camaign. When the box is checked, the marketing campaign is turned on and will be sent out automatically. **As long as you have signed off on all your marketing with your Marketing Coordinator. In order for Voice campaings to go out, they must be recorded. (See the next page for instructions to record voice campaigns.)



INSTANT RESPONSE/ CAMPAIGN MANAGER cont:

RECORD VOICE CAMPAIGNS:

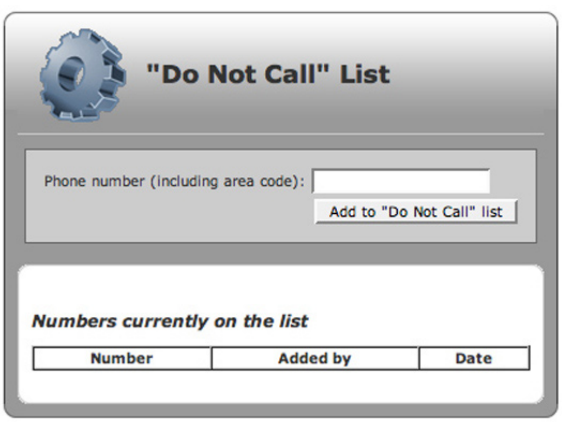
1. On the Instant Response page, find the campaign you would like to record the message for and click the CHANGE MESSAGE link.

2. This is the Phone Settings page. If there is a message recorded, click LISTEN TO EXISTING MESSAGE. If there is not an existing message, follow the instructions on the bottom of the page. If you would like to change the message, upload from your files OR write down your message and follow the instructions at the bottom of the page. (Call the number, enter the ID (different for each campaign) and follow the prompts.

VIEW REPORT OF OUTGOING MARKETING:

1. To see the campaigns that have gone out, click the blue REPORT link.

2.To sort the History Report, click sort by date, letter type or customer name by clicking on the corresponding blue link.



8

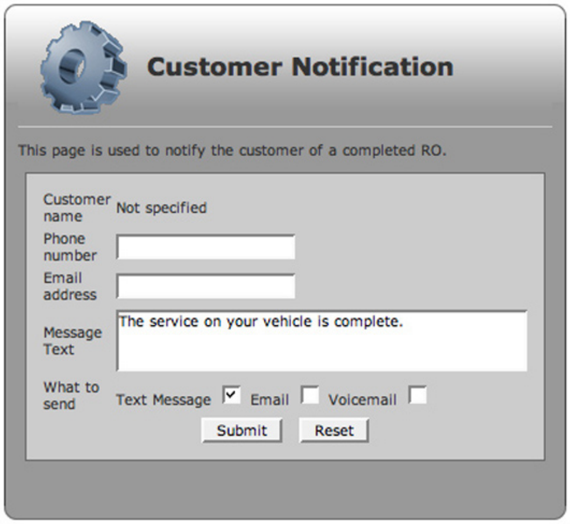
"Do Not Call" LIST

From here you will block out certain numbers so they are not contacted by the voice campaigns.

1. After logging in, click "Do Not Call" List on the main menu on the left hand side of the screen.

2. Type the number into the white box, including the area code ie: 7024543322 Do not use any dashes or spaces in the number.

3. Once typed in, click the Add to "Do Not Call" list

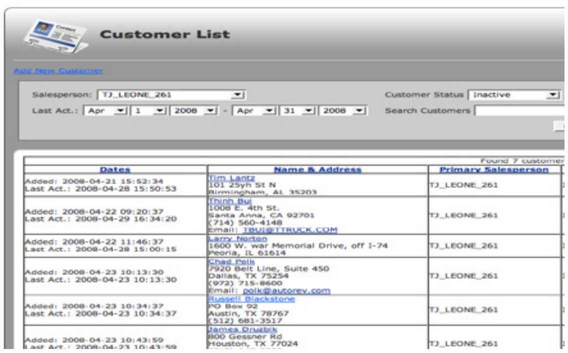


9 CUSTOMER NOTIFICATION

From here you can quickly notify your customer that their vehicle service is complete by sending an email, text message and voicemail with a few simple clicks.

1. After logging in, click CUSTOMER NOTIFICATION on the main menu on the left hand side of the screen.

2. Depending on what mode of communication you would like to use (or all three) enter the customer phone number and/or Email address. Enter your message. Check the box of the communication desired and click SUBMIT.

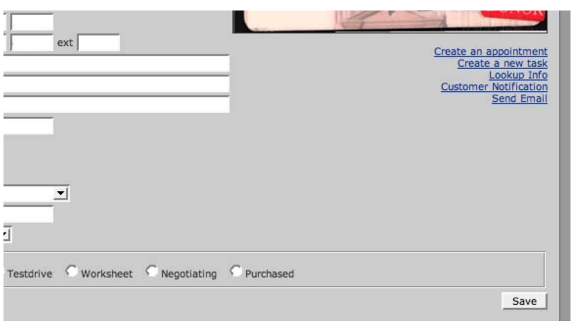


OR:

Click on CUSTOMER LIST on the main menu located on the left hand side of the screen.

1. Find your customer by selecting the date range and entering the name in the white box to search customers and click FILTER.

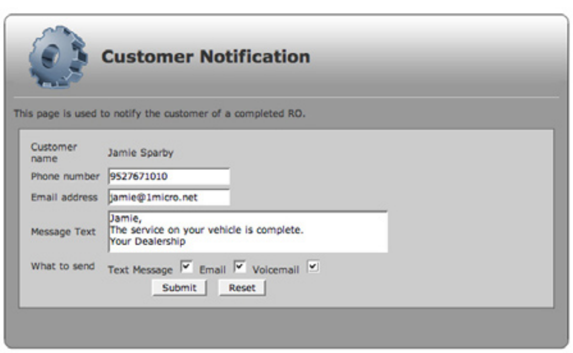
2. Click on the blue link of the customer name.



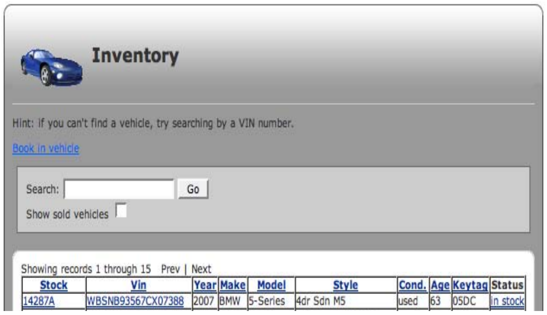
3. This is the Customer Information page. Enter any missing information you may have including email address, cell phone or phone number.

4. Click SAVE on the bottom right hand side of the page.

5. Click the CUSTOMER NOTIFICATION link under the driver's license.



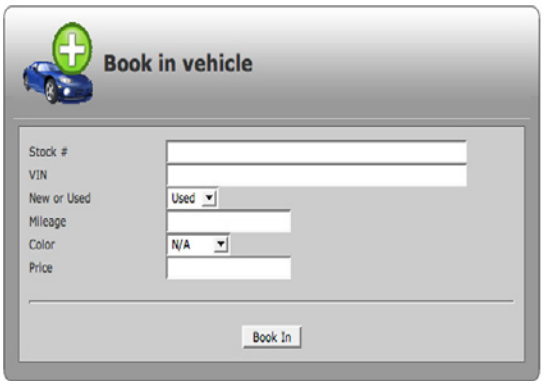
6. On the Customer Notification page the information at the top should be completed. Check which mode(s) of communication you would like to use and click SUBMIT.



10 INVENTORY:

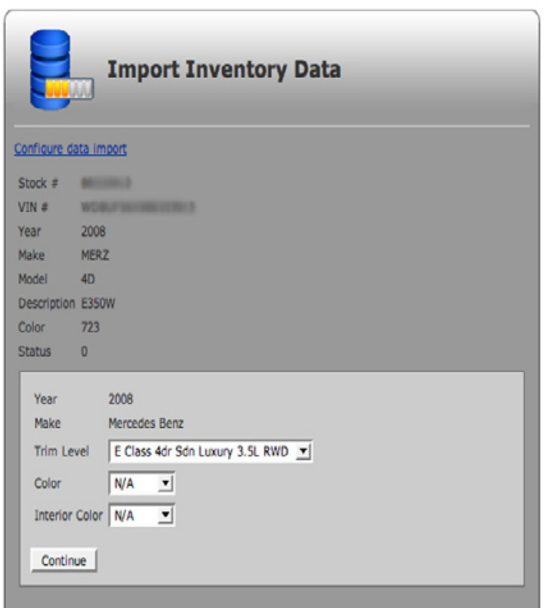
TO SEARCH INVENTORY SEE PAGE 4

TO BOOK IN INVENTORY SEE PAGE 5



11 BOOK IN VEHICLE:

TO BOOK IN INVENTORY SEE PAGE 5



12 IMPORT DATA:

Once your inventory is automatically imported from your DMS it will be available online for trim level verification.

1. After logging in, click IMPORT DATA on the main menu.

2. If the vehicle has more than one option, when you click on the down arrow of the drop down menu, select the correct trim.

3. The color of the vehicle, (if it came through with the inventory) will be listed in the dark grey, use the drop down menu and select the correct color for the exterior and interior of the vehicle. Click SUBMIT and continue to the next vehicle.

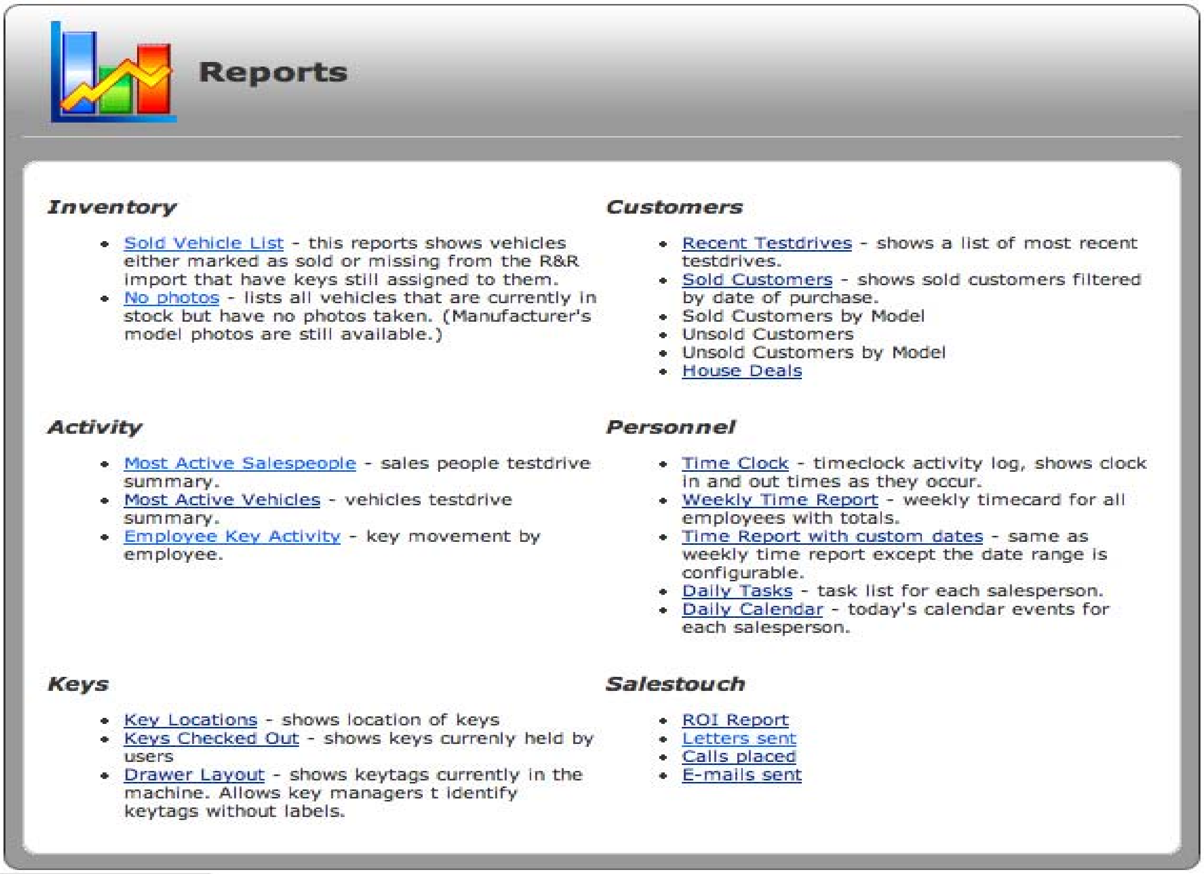
4. When the trim level verification is complete and all vehicles are booked in, the Import Inventory Data screen will appear without a vehicle and say All records have been processed. Call 1Micro (612) 423-2700. NO NEED TO CALL unless you are having issues with your key machine.

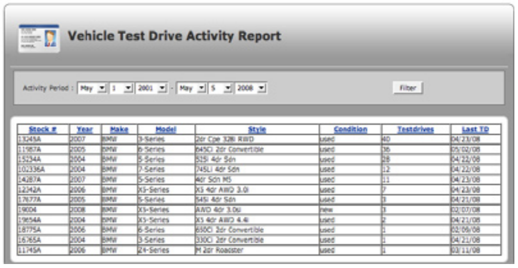
13

REPORTS:

To View REPORTS, see page 5.

1. After logging in, click REPORTS on the main menu. Once here you will find several options. Inventory, Activity, Keys, Customers, Personnel, and SalesTouch. Click the blue link of the report you would like to view.





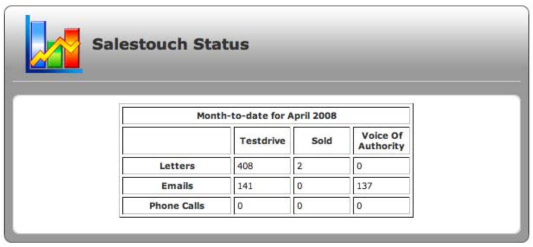
14 VEHICLE ACTIVITY:

This list will show you your most active vehicles for a certain date range. This will help you decide which vehicles are best to have on the lot. Also the vehicles with little to no activity may not be placed properly on the lot.

1. After logging in, click VEHICLE ACTIVITY on the main menu.

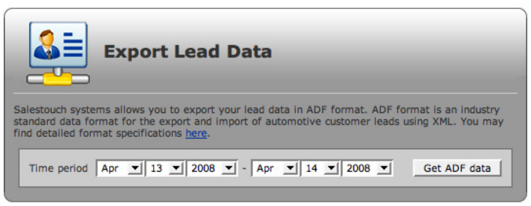
2. Use the drop down menu to select the date range.

3. Click any of the top blue links to arrange the vehicles in that order. ie: Testdrives, which will bring the most active vehicle to the top etc.



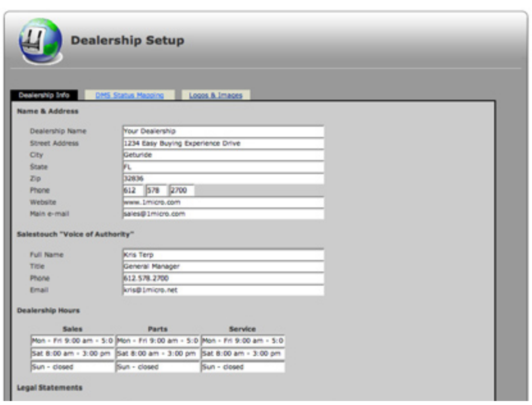
15 SALESTOUCH STATUS:

This list has the letters, emails and phone calls made during the month broken out into different campaigns.



16 EXPORT LEADS TO ADF:

You can export the leads into ADF format here.



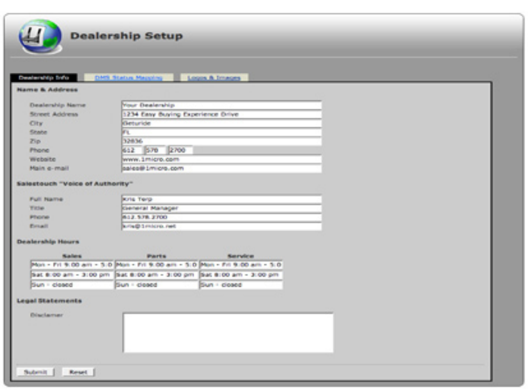
17 CONFIGURATION/DEALERSHIP INFO:

This area is for dealership setup.

1. Click on the corresponding field to enter Dealership name, address, phone number, website and main email.

2. The next group of information is the Voice of Authority, usually this is the General Manager. (This information will be on the Voice of Authority print pieces and emails if you are using InstantResponse marketing.)

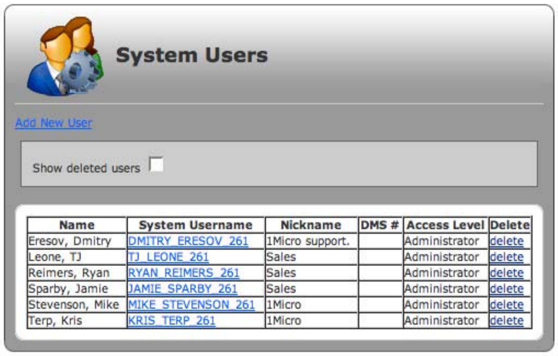
3. Enter dealership hours, the first line is for Mon-Fri, second is for Sat and the third line is for Sunday. ie: Mon-Fri 9:00am - 8:00pm.



18 DEALERSHIP INFO/CONFIGURATION:

This area is for dealership setup.

See Configuration above.



19 **USERS:**

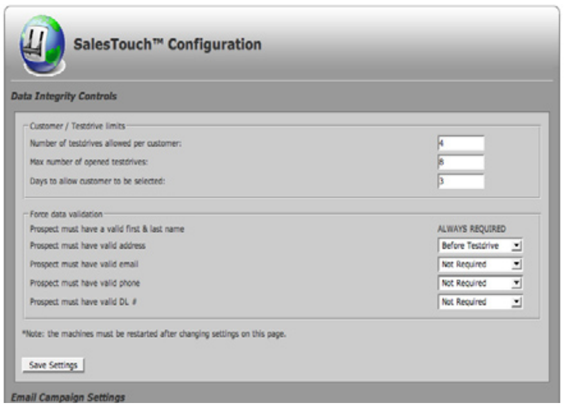
To ADD USERS see pages 2 and 3.

To EDIT A USER:

1. Click on the users name in blue.

2. The User Information page will appear. Administrators will be able to edit all user information.

3. All users can change their login name, enter their DMS#, change their password and save a user photo. Click SAVE RECORD before inputing photo as described on page 3.



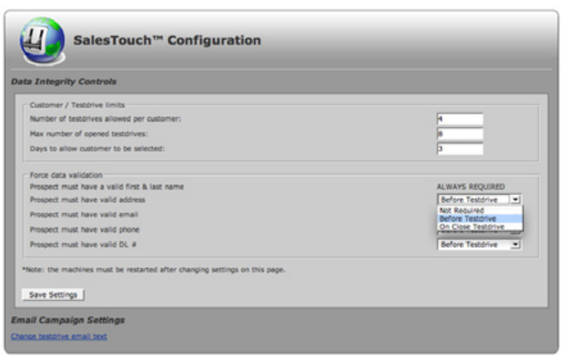
20 **SALESTOUCH: ADMIN ONLY**

This is where you control the TESTDRIVE LIMITS & DATA COLLECTION requirements of the machine.

1. Enter the amount of testdrives you would like to allow per customer.

2. Enter the amount of open testdrives you would like to allow per salesperson at a given time.

3. Enter the amount of days you would like to allow the customer to be selected.

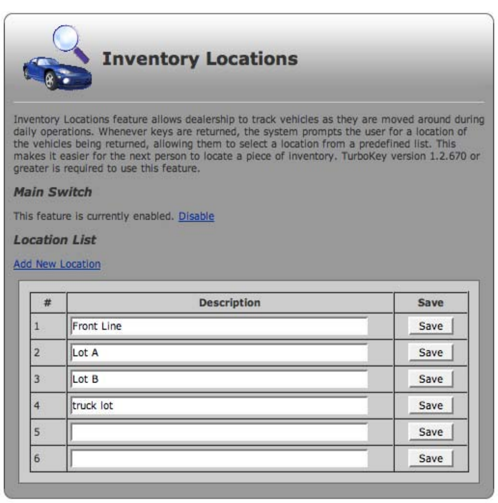


For DATA COLLECTION under FORCE data validation:

1. Enter the requirements with the drop down menu on the right. Choices, Not Required, Before Testdrive & On Close Testdrive.

2. Click SAVE SETTINGS.

3. RESTART THE MACHINE TO PUT ANY CHANGES INTO EFFECT.



21 **INVENTORY LOCATIONS**

This feature allows the dealership to track vehicles as they are moved around the dealership for daily operations. When the key is returned to the machine the system will prompt the user for a location of the vehicles being returned, allowing them to select a location from this predetermined list. From here you can input the location options as well as enable or disable the feature.

ENABLE FEATURE

1. Click ENABLE

2. ADD LOCATIONS by clicking ADD NEW LOCATION and then typing in the field provided.

3. Click Save. Continue for the different locations you would like to offer.

22 REASONS FOR REMOVAL

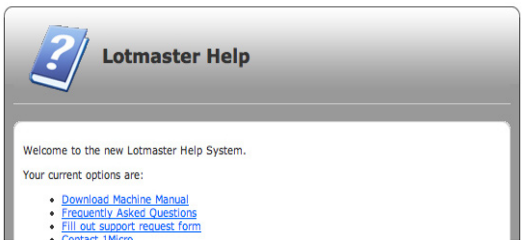
This feature allows personnel to quickly specify why they are removing a key to a particular vehicle. From here you can input 10 different reasons for removal as well as enable or disable the feature.

ENABLE FEATURE

1. Click the blue ENABLE link. To DISABLE click the blue DISABLE link.

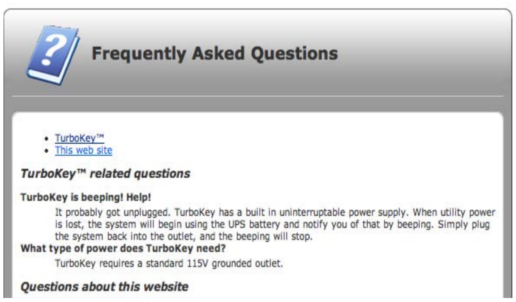
2. ADD REASONS by clicking typing in the fields provided.

3. Click SAVE CHANGES.



23 HELP

This feature allows staff to download the machine manual, download this manual, directs you to the FAQ page, brings you to the Support Request Page, and gives contact information for 1Micro.



24 FAQ's

The FAQ's are currently being updated. If you feel your question may be common, before contacting 1Micro, give this page a chance.

25 CONTACT 1MICRO

If you are having a support issue, you can either fill out a Support Request Form from the HELP page, or go ahead and call Support. Either the number listed on this page, or 952.767.1010 ext 3.

26 DOCUMENTS AND FORM DOWNLOAD

This page has the Employee Bio Worksheet. Dealerships that use 1Micro's InstantResponse marketing should have all sales staff fill out this form and fax it to the number provided on the bottom of the page.

NOTES

NOTES

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