

## MEDIA RELEASE

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### Country NSW Business First to Embrace New Tracking Technology

A Lismore car dealership is first off the rank to use new technology providing real-time mobile phone and asset tracking services, combined with *Bulk SMS* delivery.

Service Manager with leading dealership Lismore City Toyota Jenny Fraser said *LocateMy Phone's Bulk SMS* cut down on the time involved in phone calls and drastically reduced expenses.

"The Service Department at City Toyota uses *Bulk SMS* daily," she said.

"Instead of having one of our staff make over 30 phone calls a day, we find that about 25 of these contacts can be reached in one hit via *Bulk SMS*."

City Toyota also uses *LocateMy Phone's LocateMy Asset* service to keep track of important assets, including four loan vehicles from its Service Department. This ensures clients use loan vehicles within the Lismore district. By knowing where these vehicles are at all times, the risk of these vital assets being misused is reduced.

Lismore City Toyota regularly combines the *LocateMy Asset* and *Bulk SMS* services, to find out where their courtesy bus is located and to send an SMS to the driver to pick up a customer in that vicinity all without making a telephone call.

"We run our courtesy bus within the town limits and using *LocateMy Asset*, we can immediately get an idea of how far away it is from a customer requiring transport, keeping both customers and the business informed," Ms Fraser said.

General Manager of Lismore City Toyota Mark Pidcock has a background in the motor industry from some of the largest metropolitan dealerships in Australia and is committed to bringing the world's best practice to customers in regional New South Wales.

"It is all about gaining then retaining customer loyalty and customer service is the key to this, which is why I approved the use of the *LocateMy Phone* service," Mr Pidcock said.

*LocateMy Phone* founder Wade Short said his company addressed a need among modern business to have quick, affordable channels of communication as well as security for staff and assets.

"Our three main offerings are *LocateMy Mobile*, *LocateMy Asset* and *Bulk SMS*. Simply by logging on to [www.locatemyphone.com.au](http://www.locatemyphone.com.au) and following the links, businesses can send *Bulk SMS* messages to staff and customers for as little as 10c per message, they can also keep track of field staff and assets through locating a mobile phone or a company vehicle - in fact any off-site employee or piece of equipment."

"We offer new customers a free trial of the service, because we want people to try this revolutionary technology for themselves," Mr Short said. "Once they try it, they never go back to the old way of doing business. Most new customers find our services so mind-blowing, they thought this sort of technology only happened in the movies."

"Our products mean companies don't need to invest in additional, expensive infrastructure. All modern businesses have mobile phones, and that is literally all they need to use our products."

To find out more, visit [www.locatemyphone.com.au](http://www.locatemyphone.com.au) or call 1300 853 104.

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For media enquiries, contact Wade Short on (07) 5538 7743 or 0409 696 155 or Tyson Barker at Strategic Marketing Partners on (07) 3211 9722 or 0405 223 226.

## FACT SHEET

- *LocateMy Phone's* products are available for use without any registration costs or monthly fees.
- From as little as 10c per message, *LocateMy Phone's Bulk SMS* service is one of the most affordable in Australia.
- Users of *LocateMy Phone* are not bound by any contract: this is a pay-as-you-go service, allowing you to use a combination of any or all *LocateMy Phone* products.
- Apart from moving assets such as fleet vehicles, *LocateMy Asset* can be attached to on-site assets including forklifts and industrial bins.
- *LocateMy Asset* locates company assets throughout Australia, within 300m in CBD areas, within 600m in metro suburbs and greater than one kilometer in country areas.
- Powered by battery or a 12v power source, *LocateMy Asset* is a compact piece of equipment, smaller than a pack of cards.
- Register now and receive 10 free *Bulk SMS* texts and 10 free *LocateMy Mobile* searches.
- To register, visit [www.locatemyphone.com.au](http://www.locatemyphone.com.au) click on 'Register' and follow the prompts.