

AS SEEN IN



The digital way to increased service department profits

With cars going longer and longer between oil changes and regular maintenance becoming less regular, service sales volumes are off, says David Kinnear, president of VenueVision Media Systems.

And that means finding new ways to generate revenue. He says VenueVision has a solution: digital signs in the showroom and service department waiting room – VenueVision's of course.

"Your service personnel aren't very good at selling," Kinnear says. "They need tools to help them."

We supply the screens at a very good price, install them and the infrastructure to drive the content and the tools for the client to run the content, he adds.

Each system comes with 15 minutes of content, he says. Then if the client wants, VenueVision will do the creative.

"Some clients send us what they are running in the newspaper this weekend and we convert that and put it up on their screens."

But he says it's not hard to do the homemade variety. And most dealers do their own creative using the templates and webforms supplied.

For example, there's a template that comes with an image of tires in storage. All the dealer has to do is add the details, he says.

"It takes less than a minute to create your own campaign."

A jack-of-all-trades, Kinnear is an accountant, licensed mechanic and a veteran of 20 years in the car business in both new, used sales and service. He says VenueVision was inspired by his experiences there.

He started the company 10 years ago. It has been an

uphill struggle, but he says dealers are starting to see the light and share his "VenueVision."

"The VenueVision dealership solution includes a service vehicle status board that keeps customers informed of the status of their vehicle when in the service department waiting area," he says. "This contributes to improving customer satisfaction... the service vehicle status board also communicates fixed operational issues to management helping to prevent RO backlogs and improve promise times."

The system is web-based and can send email notifications to customers PDAs, home computers or office computers, advising of any changes in the status of their vehicle. The customer can also visit the dealer's web site to find out the status of their vehicle.

Ready Honda CEO Bob Redinger credits VenueVision with "seamlessly attaching" (his) three autonomous shops for new cars, used and Honda Powerhouse.

"The concept is fantastic," Redinger told The Canadian Business Journal.

For more information, contact Kinnear at 1-866-401-1300, davidk@venuevision.com or visit www.venuevision.com.

