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Enhancing customer experience through technology

How do you enhance your customer experience in your service department?

Forrester Research, a technology and market research company with locations around the world, has studies that show a better customer experience drives improvement for three types of customer loyalty: willingness to consider another purchase; likelihood of switching business to a competitor; and likelihood to recommend to a friend or colleague.

Generally, an improved experience means repeat business, which can have a significant impact on the bottom line.

In the dealership, this type of positive experience is most important in your service department, explains David Kinnear, president, CEO and co-founder of VenueVision Media Systems.

"Customers expect personalized, competent and timely service. They want to feel connected and informed and they want convenience. Communication is the key. Keeping customers informed and meeting promise times are two of the most heavily weighted issues with respect to service experience CSI."

Kinnear says dealers looking for a competitive advantage in that regard should consider VenueVision's Automotive Dealership Solution.

The airport-inspired digital displays can be used in your service waiting area so customers are kept informed of the progress of their vehicle as it moves through the service department and know the moment their vehicle has been completed.

"If the client leaves their vehicle for service, they are informed of status changes and completion of repairs via email notification or by visiting the live repair order status link on the dealer's website," he says.

Kinnear notes that dealers will spend millions to update and image their stores, but often the first display



customers encounter when they walk in is a "grease board" with handwritten information about featured vehicles or other specials or incentives.

"Demonstrating to your customers that you utilize the most advanced technology to communicate with customers is extremely important when it comes to customer experience, and the cost of implementing digital signage within the dealership are insignificant when compared to the overall capital budget of major renovation projects."

VenueVision notes that service advisors and dealership management are using these dashboards to monitor vehicle status including comebacks and internal RO's. "The solution definitely improves internal communications and can let salesmen know when their customers are in the dealership for service via email or text message."

"This improves communication," Roadsport Honda general manager Chris Gauthier says. "There's no more questioning the service advisor or the cashier about whether the customer's car is ready."

The company says the service department lounge is the best choice for placement of digital displays. The 10- to 12-minute playlist can include vehicle repair order status, service promotions specials, accessories and featured vehicles.

During the fall season, the video from Transport Canada regarding the importance of four snow tires could be

supported by the dealer's current promotion on snow tires and storage.

Entertainment content can include YouTube video's, Just for Laughs Gags, live TV wrapped with promotional content and repair order status along with sports and weather updates.

Plus, Kinnear notes, the system integrates with Auto Trader, One-Eighty Corp. and EZ-Results to pull and display pre-owned inventory on a dedicated channel or interleaved into a playlist with other content. This content can also be incorporated into interactive touch screens, iPads or tablets.

And it is not just a service solution, he says. VenueVision is providing showroom video walls, sales appointment greeter, vehicles sold, PDI, internal RO status, and unassigned RO's that are automated by integration with the various DMS solutions including ADP, Reynolds and Reynolds, PBS, Quorum, Serti, Oasis, ACS and DIS.

Other integrations include One-Eighty and DealerSocket coming soon.

Also under development is a social media package as the company evolves from a digital signage company into a "full service communications provider."

For more information on VenueVision please call 1-866-401-1300 or email sales@venuevision.com.