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## DEALERNEWS

# U.S.-based online service appointment solution coming to Canada

Digital sign solution company VenueVision Media Systems has announced it will be the official Canadian distributor of U.S.-based TimeHighway.com's online service appointment scheduling solution.

The partnership will see Dealer Media Management (a joint venture of VenueVision and Roy, Speed & Ross), known for its Linkview360 signs and DMS integration solution, offer the new real-time, online service appointment-scheduling tool used in dealerships all across the U.S.

"Virtually every new car dealership has an email form on their website so people can book an appointment, but it is just a form and the service advisors have to set it up into the DMS," explained VenueVision president David Kinnear. "With our product, we integrate into the DMS, so we're eliminating a step."

The software will allow customers to schedule ser-

vice appointments online, 24 hours a day, seven days a week. The information will integrate automatically into the dealership DMS and confirm with the client via email or text message. That information can then be displayed on a digital signage board in the service department on the day of the appointment, he said.

Kinnear says the company will be selling the product and incorporating it into Dealer Media Management's overall solution, but TimeHighway will continue to manage the program, as with its U.S. clients.

"This is the way people want to communicate today. The phone is just becoming an inefficient tool for communicating with customers at this level," he said.

TimeHighway.com president Karen Dillon said she was equally excited to team up with VenueVision and Roy, Speed & Ross to take on the Canadian market.

"It was important for us to partner with a company who had a footprint in the Canadian market and who shared our vision to provide the best-in-class product, along with outstanding service and support," Dillon said in a release.

Kinnear also revealed that TimeHighway would be integrating VenueVision's digital signs and content products into the U.S. operation, a move they have been looking to make for some time.

While Canadian dealers were not running the software at the time of the announcement, he said the hope is that all of the current Dealer Media Management clients will accept this program as a module to their existing system.

*For more information about running the TimeHighway.com program, contact Roy, Speed & Ross at 1-888-291-9991.*