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## DEALERNEWS

VENUEVISION MEDIA SYSTEMS

# Airport-inspired solutions for your dealership

BY PHILIPPE CROWE

How about informing your service department customers by displaying the progress of the vehicles being worked on? And how about a solution that allows them to be informed with minimal to no input from your advisors?

These are some of the many clever features provided by VenueVision's media solutions.

"Our 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. This contributes to improving customer satisfaction, customer retention and improved revenue streams in addition to enhancing the customer experience" said David M. Kinnear, VenueVision's president and CEO.

VenueVision's system is comprised of screens installed in the dealership's waiting area and in other key locations. The screens show the customer can see whether their car is being worked on, is about to be done, or is ready. It's similar to an airport screen with the status and gate to catch a flight.

As a secondary, but very useful feature, the service vehicle status board also communicates fixed operational issues to management, thus helping to prevent RO backlogs and improve promise times.

The solution being web-based the lets the user 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.

There is also a service appointment board that highlights service appointments in the drive-thru. This personalizes the service experience, enhances the customer experience and provides a high-impact first impression when the customer arrives at the dealership service department, the company says.

Of course, installing screens means installing the possibility of offering video, information and other type of media, and VenueVision delivers here also. Promoting new- and used-car information and promotions, product videos, showroom specials, service campaigns and entertainment in the dealership is part of the program. VenueVision's dealer solution offers a multi-channel capability that displays the vehicle status board that can be interleaved with advertising content such as new product videos, service specials and OEM advertising campaigns.

VenueVision also offers a interactive digital kiosk touch screen display that provides customers with easy access to a range of information including new product features, environmental compliances, aftermarket products, automotive accessories, options, F&I and warranty information, etc.

The VenueVision dealer solution offers a range of value added information that



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entertains, informs and communicates with the customer when in the dealership. Some of these include live TV (e.g. BNN, TSN), time, date, weather, stock ticker and local community news in addition to new product videos, sales campaigns and service specials.

VenueVision systems are used by professional sports teams in the NHL and MLB to provide value added content. They are also creating incremental revenue opportunities with these systems, by leveraging existing display infrastructure for digital advertising.

For example, states David M. Kinnear, "At the Pengrowth Saddledome in Calgary, we have successfully integrated our technology with the score clock data, providing a live feed from the clock, which is then incorporated into our in-

terface on all TVs and displays in that venue. Our latest offering, implemented for the Seattle Mariners, includes the ability to combine an HDTV broadcast signal with our value added content including traffic reports from Seattle Department of Traffic and local news."

Several businesses have used VVMS systems at their trade shows and employee conferences. The high-quality screens are a visually superior way to display products and video content can be customized to suit the event or application.

This technology is also being used in the retail environment to deliver relevant content concurrent with product advertising for major national brands.

For more information about VenueVision, visit its web site at [www.venuevision.com](http://www.venuevision.com) or call 1-866-401-1300.