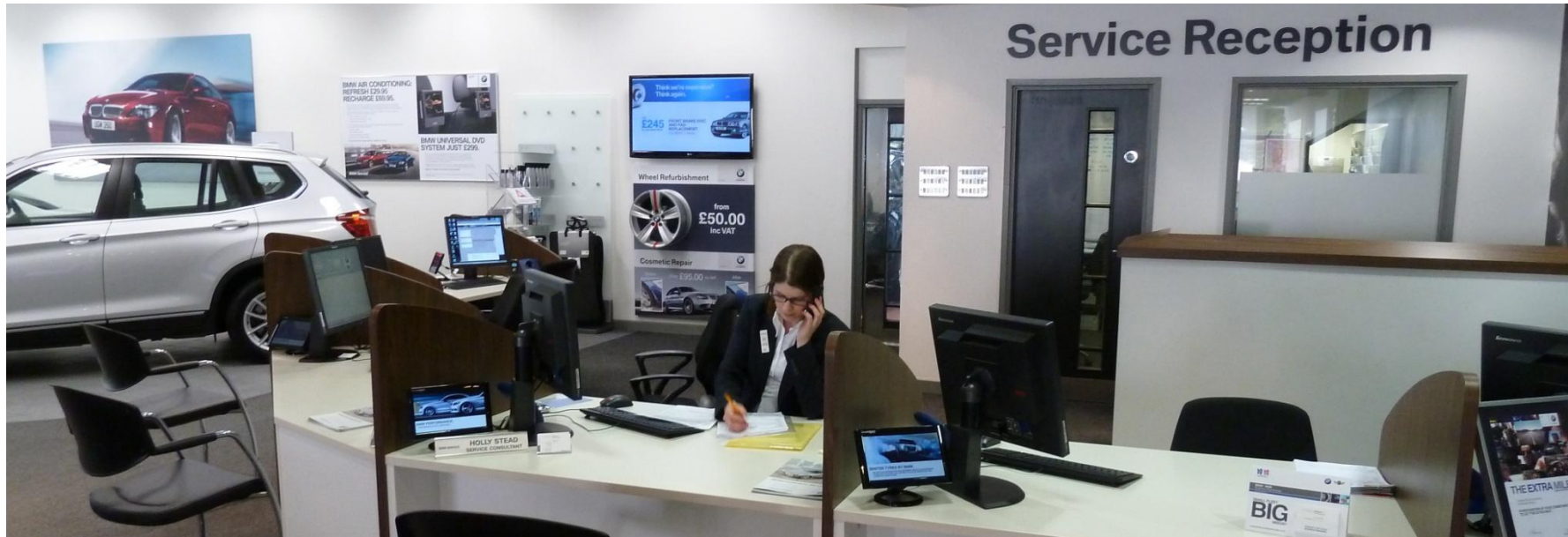


POSView Digital.



Automotive Customer Experience Solutions.



Modern Retailing and Customer Experience examples.

POSView Digital.



Automotive Customer Experience Solutions.

Customers are happy to pay for a “Great Experience” , they wont however pay more for a car.

POSView Digital. develop unique digital solutions dedicated to improving the Automotive retail customer experience. We believe that a great experience is an experience that is personal and relevant to each and every one of your customers. POSView will help you to develop the purchase experience, increase customer satisfaction and provide a platform from which to sell additional products and services.





POSView Engage.

Modern Retailing and Customer Experience examples.



- Welcome customers by name or registration.
- Automatically selects only the most relevant up-sell advertising and customer specific messages depending on customer status, vehicle of interest, hobbies and much more.
- Use with dedicated Desktop digital screens or now with **IPAD/Android Tablets.**

- Display customer centric applications (i.e. Car Configurators, Electronic Parts Catalogues, AUC listings) direct to customer facing screen.
- Provides your customers with their own personal digital screen during any service or sales consultation.





POSView Engage.

Modern Retailing and Customer Experience examples.



- Centrally managed.
- Content can be delivered direct from Dealer, Group or Manufacturer.

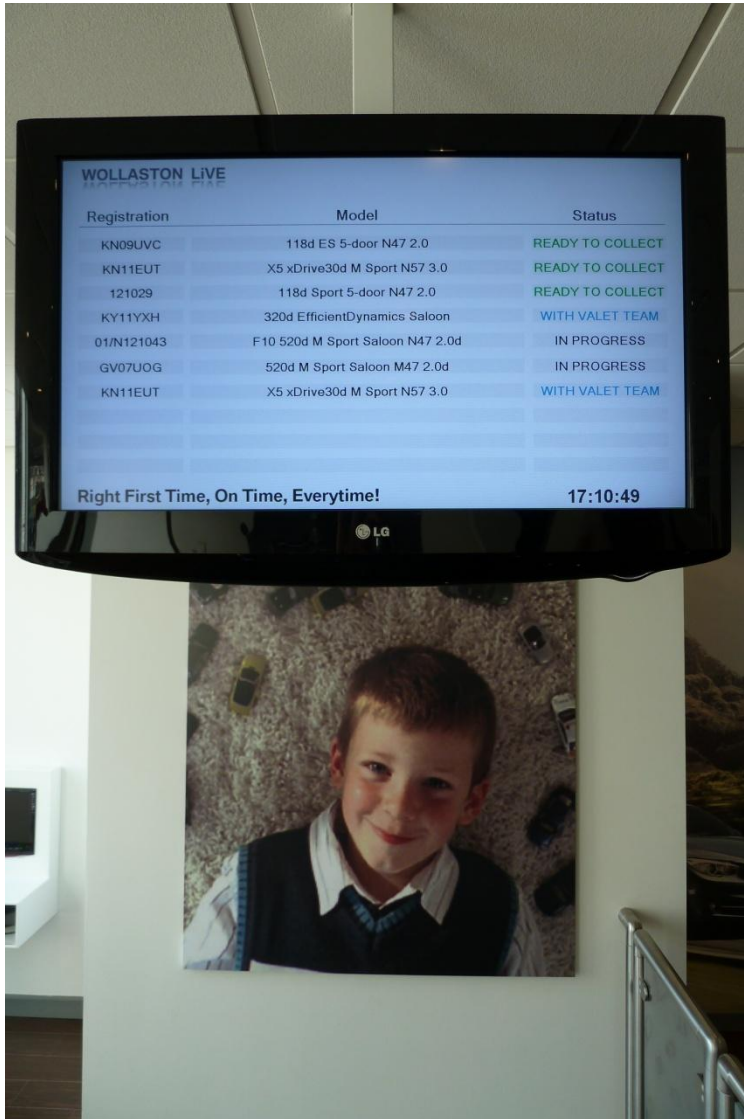
- Technician eVHC Images can be displayed on the customer screen significantly increasing the uptake of VHC work identified. (or instantly sent direct via email/MMS)
- Our unique TubeSync technology allows you to queue and stream any relevant YouTube video/channel High Definition content direct to the Screen or IPAD/Android Tablet.





POSView LIVE.

Modern Retailing and Customer Experience examples.



- Ensures customers are kept fully informed as to their vehicle progress through the workshop.
- Up-sell advertising and high quality “mood” video is interspersed between progress messages. HD Content can be streamed direct from YouTube Official Corporate Channels.
- Provides your customers with up-to-date service progress messages delivered direct to In-Dealership digital screens, via email or even via SMS text.
- Centrally managed.
- Content can be delivered direct from Dealer, Group or Manufacturer.

POView Digital.



Automotive Customer Experience Solutions.

“It is well understood that the Vehicle Handover represents the **peak** of the **brand experience** since it is the brand itself that is being delivered not just the car. As the last customer touch point before the customer leaves the dealership it can make a real mark in the customer’s mind”

J.D. Power

POView Digital have a range of products that can both engage and delight from the very first moment the customer walks into the showroom until they leave your dealership with their new or used vehicle.





POSView Connect.

Modern Retailing and Customer Experience examples.

Connect Display.

- Send your Handover customer a high quality, Brand Identity compliant and standardised memory of their special day.
- Build standard templates to reflect each Brand Identity and situation.
- Add on targeted offers and advertising relevant to each customer.
- Add on "gift a friend" offers to increase future sales potential and showroom footfall.
- Instantly send via email or add to a USB stick for the customer to take away.



**JOY IS
TAKING DELIVERY OF YOUR BMW.**

Thank you for choosing BlueBird BMW Ltd. Mr Richards
We hope you have many happy times in your new 3 Series BMW

We are committed to providing the very best in customer service so please contact us and let us know if we did not live up to your expectations.

BlueBird BMW Ltd.
Roadster Industrial Estate
101-102 Brillantine Avenue
Townington
Mundo, MU20 2TE
www.bluebirdbmw.co.uk





POSView Connect.

Modern Retailing and Customer Experience examples.

Connect Audio.

- Send your Handover customer a high quality, Brand Identity compliant and standardised memory of their special day.
- Gift your customer a USB stick (or send to your customers IPHONE) with Audio information as part of the Handover Experience, providing general information about your dealership, the customers new vehicle and the specific services you provide.
- Instantly add on optional Audio Clips from a library with targeted offers and advertising.
- Provides your customers with a unique second chance, post handover, opportunity to understand the fundamentals of their new vehicle and the services you provide entirely at their own convenience. (e.g. during their drive home)

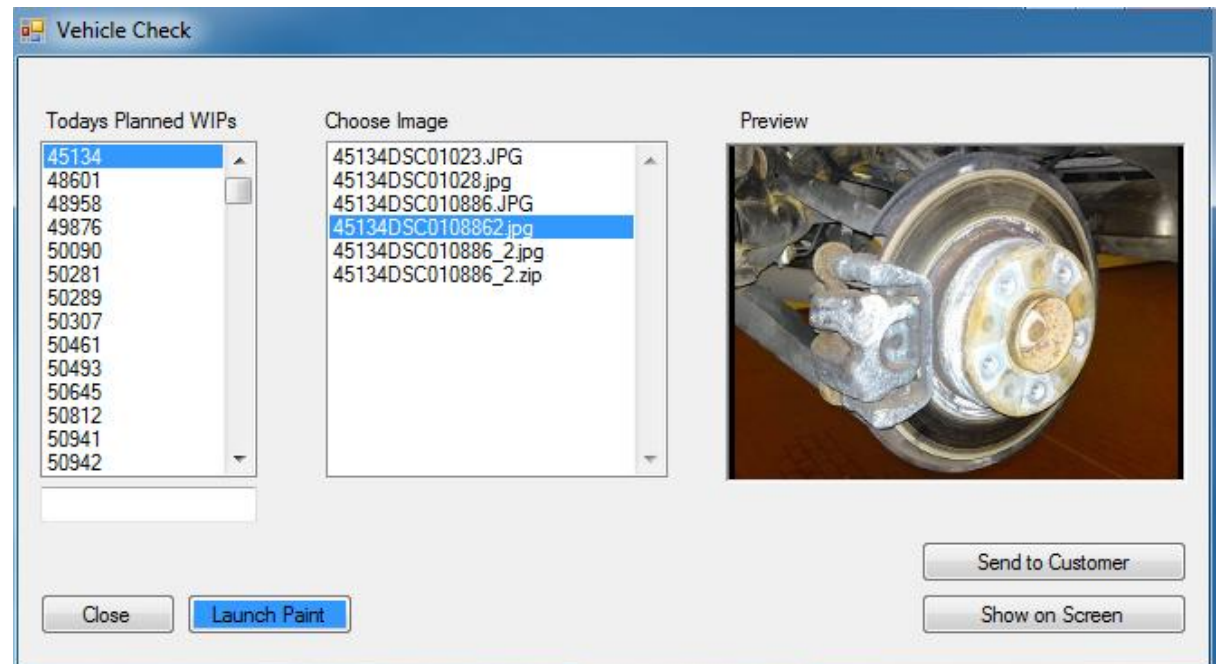




POView Technician.

Modern Retailing and Customer Experience examples.

- Allows your technicians to quickly capture high quality photographs of VHC items identified during the VHC process and seamlessly uploaded them to a central store.
- Using **POView Engage** your Service Advisors can then review the individual vehicle images and highlight and annotate before either being displayed on the customers Personal Digital screen when they come into the dealership or sent directly to the customer via email or MMS.





POSView Showroom.

Modern Retailing and Customer Experience examples.



- Generic digital signage for high footfall areas where personal and targeted content cannot be displayed.
- Plays high quality “mood” video and up-sell advertising.
- Centrally managed.
- Content can be delivered direct from Dealer, Group or Manufacturer



POSView Showroom.

Modern Retailing and Customer Experience examples.

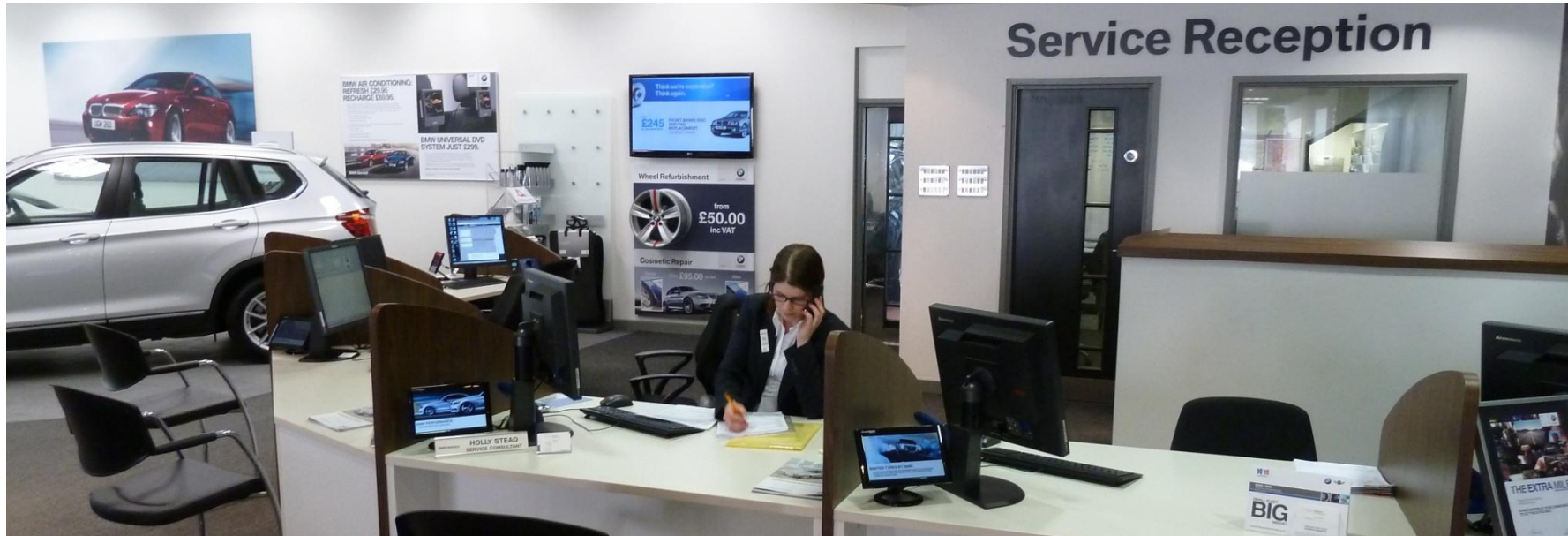


- Embedded or free standing digital signs to engage and delight customers at the start of their handover experience.
- Images, video and messages can be automatically selected depending on customer status and handover vehicle.
- Customer and vehicle information can be read direct from the DMS/CRM database.
- Centrally managed.

POSView Digital.



Automotive Customer Experience Solutions.



Modern Retailing and Customer Experience examples.