

# Case Study

## Broad Oak BMW.

### Our brief.

With an extensive refurbishment of their customer waiting and car handover lounges Shaun Bannon, Broad Oak Group Managing Director, wanted to ensure their waiting customers were kept informed and entertained with dynamic digital dealer messaging, advertising and video content. In addition he wanted to welcome their handover customers personally as they entered the handover lounge as a unique and delightful start to the handover process and , of course, the whole BMW ownership experience.

### The Solution.

**POSVIEW Showroom** was chosen to deliver targeted content and personal welcome messages to the Handover Lounge digital screen. POSView Showroom is flexible and, as well delivering traditional time and location based digital signage, it can also read the dealership DMS and CRM contact databases to deliver a list of customers who are due handovers on a day to day basis. Not only does this ensure accuracy of messaging but as POSView also knows the status of the customer (i.e. prospect, repeat), and the details of the vehicle it can adjust its messaging and imagery accordingly. All of this ensures each customer is made to feel very special.



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**POSVIEW Showroom** was also installed to deliver generic digital signage into their customer waiting lounge. POSView Showroom allows for content to be updated on a dealer, group or manufacturer level and with its unique content expiry

