

Case Study

Wollaston BMW.

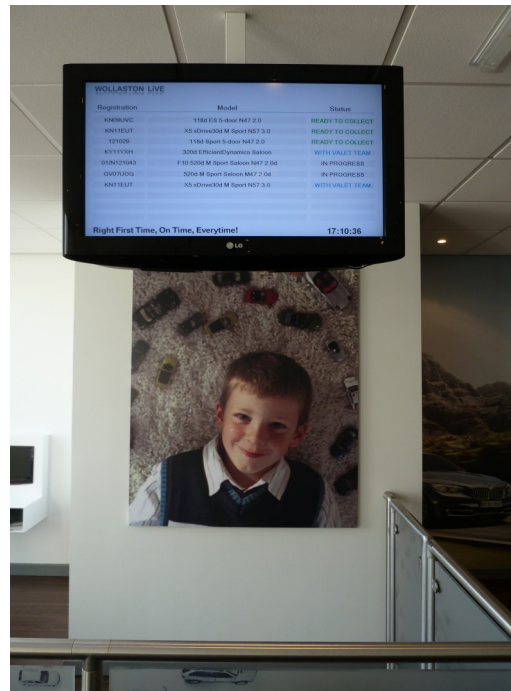
Our brief.

To complement an extensive refurbishment Wollaston BMW Managing Director, William Le Fevre, commissioned the POSView team to assist in ensuring his customers were informed and engaged during their visit with the use of dynamic, customer focussed, digital signage. In addition, he wanted to realise his vision of providing BMW and MINI Aftersales customers with up-to-date service progress messages direct to waiting lounge digital screens.

The Solution.

POSView Engage was installed on each Service Advisor and Sales Executive desk to deliver a personal and individual digital signage experience to each customer.

POSView LiVE was specially developed to William’s specifications and installed into the customer waiting lounge and immediately reduced the amount of requests for progress information to the Service Desk.



POSView Showroom provided the final piece of the jigsaw by delivering high quality video and static image content to large format digital screens installed in the Showroom and Aftersales areas.

★★★★★ 5.0

Source: Wollaston Service 5-Star rating

"To be welcomed by name on entering the building was really special. Made me feel most welcome. All in all a great experience and more importantly a great job. Well done Wollaston."

Praise for Wollaston. Proving why the **POSView Target** solution, providing personal welcome screens, can make a 5 star difference.