



## Interactive Tour

**Extraordinary brand experiences for the automobile industry, made possible by digital, connected solutions at the point of sale**

In the showroom or the area where you communicate with your customers, visitors are first greeted by a Virtual Promoter and informed about the advantages of a smartphone app that can offer them an extraordinary purchase experience. With the app installed, they can enjoy an interactive showroom experience and access information on all the products. When they approach a vehicle, they immediately receive all the relevant information about it on their smartphone, and can share this information on social media or use it for the car configurator.

At the same time, the consumer behavior of people visiting the car dealership is recorded in the cloud using a secure method and visually mapped for the dealer. Integrating this data into the dealer's customer database makes for comprehensive reporting. This way, each new contact with the customer can build on the preexisting relationship and be used to progressively intensify that relationship.

### CONNECTED RETAIL EXPERIENCE

In the digital age, interactive and digital solutions at the point of sale have a fundamental part to play in fulfilling customers' desire for more interaction, greater personalization, and extraordinary experiences – and winning their lasting loyalty. The "Connected Retail Experience" is our way of digitally showcasing and connecting the spaces where you communicate with your customers.

### **Interactive Touchpoint/Virtual Promoter**

Virtual Promoter (VP) serves as the gateway to the virtual world on a stationary surface, creating a direct interactive contact between the customer and the car dealer. A life-size virtual person who welcomes visitors from an interactive screen, the VP explains products and services and is easy to control using gestures.

### **Location Based Services/App & Beacon Technology**

Location Based Services are mobile services that are tied to a specific place, allowing you to target your customers at specially defined points of interest (POI). Your customers simply use mobile apps on their own smartphones to receive relevant information, advice, and offers.

### **Data Aggregation & Analytics**

This service allows the dealer to prepare for their interaction with the customer, providing them with useful information that they can use, for example, to make targeted cross-selling and upselling pitches.

### **Customer benefits**

- Fascinating, cutting-edge brand experiences that extend to the smallest detail (trying out and experiencing things with all the senses instead of just gathering information)
- Save time and feel valued thanks to tailored offers at any time and at every touchpoint
- Share information with friends and family in real time

### **Dealer benefit**

- Predict customer behavior
- Analyze customer behavior (heat maps, duration of stay, configurations, status, etc.)
- Create long-term customer loyalty
- Develop offers tailored to the personal needs of the customer
- Interfaces to CRM and other software solutions