

POSVIEW DIGITAL.

AUTOMOTIVE
CUSTOMER EXPERIENCE
SOLUTIONS

Sophisticated, innovative and ROI-driven.

POSView Engage.

A Targeted Digital Display solution designed and dedicated to enhancing the customer experience by delivering personal messaging, dynamic content and advertising which can be automatically tailored for each and everyone of your customers.



POSView LIVE!

LiVE! is a service information delivery solution that provides your customers with up-to-date service progress messages delivered direct to In-Dealership digital screens, via email or even via SMS.

Registration	Model	Status
KN8BLVC	118d ES 5-door N47 2.0	READY TO COLLECT
KN11ELT	X5 xDrive30d M Sport N57 3.0	READY TO COLLECT
121029	118d Sport 5-door N47 2.0	READY TO COLLECT
KY11YXH	320d EfficientDynamics Saloon	WITH VALET TEAM
01N121043	F10 520d M Sport Saloon N47 2.0d	IN PROGRESS
GV07UDG	320d M Sport Saloon M47 2.0d	IN PROGRESS
KN11ELT	X5 xDrive30d M Sport N57 3.0	WITH VALET TEAM

Right First Time, On Time, Everytime! 17:10:49



Designed for Automotive Retail.

Sophisticated, innovative and ROI-driven.

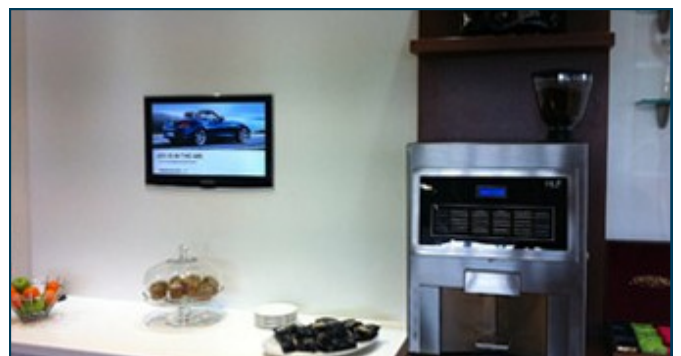
POSView Connect.

Connect assists your business in delivering a premium quality customer Hand Over Experience by standardising and automating the delivery of high quality Hand Over memories and Audio content.



POSView Showroom.

Provides traditional time and location based digital signage on large format digital screens in high footfall areas where targeted content cannot easily be shown.



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POSView Technician.

Technician allows your technicians to quickly capture high quality photographs of VHC items identified during the VHC process. Using POSView 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.



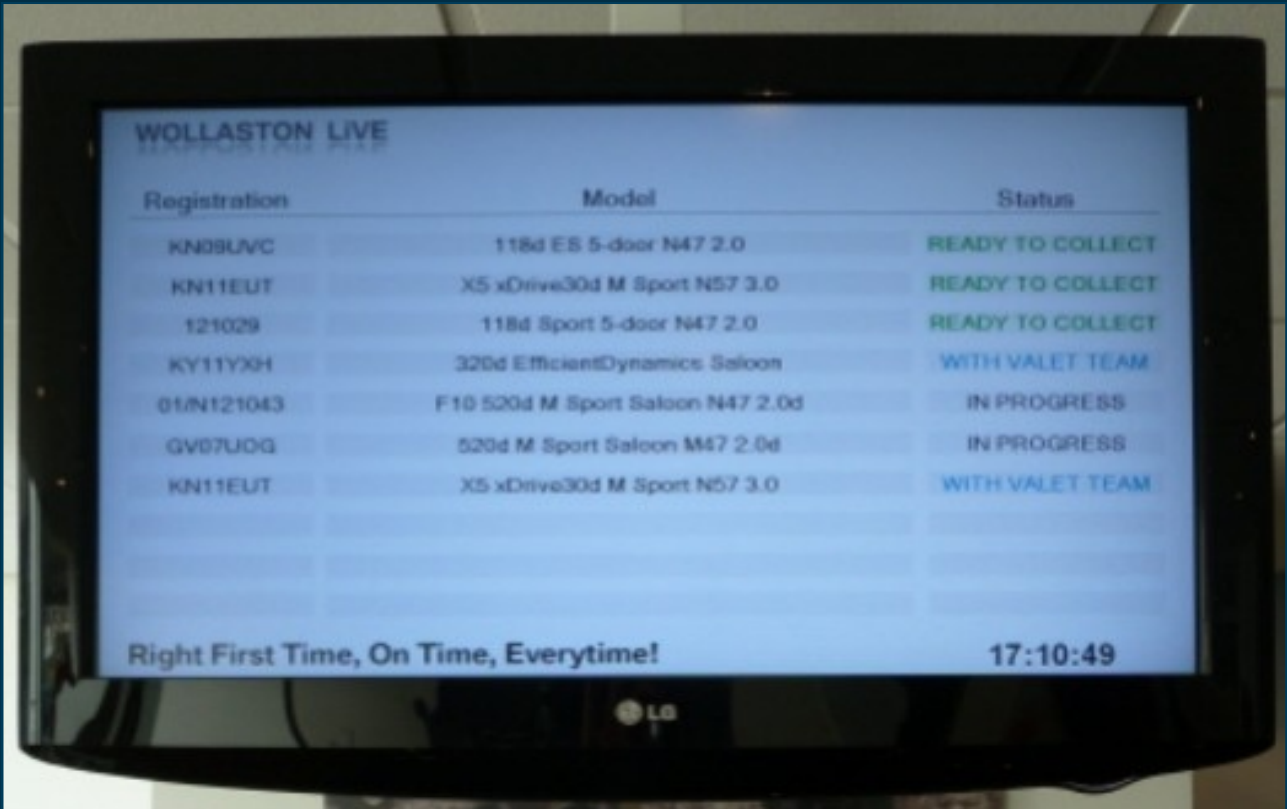
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Designed for Automotive Retail.



EXPLORING NEW WAYS TO COMMUNICATE.



POSView Engage. Now for IPAD/Android!

Engage is a Targeted Digital Display solution designed and dedicated to enhancing the customer experience by delivering personal messaging, dynamic content and advertising which can be automatically tailored for each and everyone of your customers.



Engage can determine the content to be shown through optional integration with your DMS and/or CRM database, picking up on the vehicle of interest (sales), existing vehicle (Aftersales), hobbies, loyalty status and much more.

It is also a feature rich tool that can be used by your Sales Executives, Service or Parts Advisors to engage with your customers by seamlessly delivering information to the customers own personal screen. Easy to use, high quality and content can also be centrally managed by your Marketing or IT functions.



Deliver a Unique Customer Experience.

POSView Engage. Key Features.

- Use with dedicated Desktop digital screens or now with **IPAD/Android Tablets**.
- Provides your customers with their own personal digital screen during any service or sales consultation.
- Display Mirroring allows you to push content/video/imagery from your PC direct to the digital screens or **IPAD/Android tablet** at the click of a button. No more squeezing around a single screen.
- 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). (See POSView Technician)
- 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**.
- No need for expensive additional dedicated media servers.



POView LiVE! Inspired.

LiVE is a service information delivery solution that provides your customers with up-to-date service progress messages delivered direct to In-Dealership digital screens, via email or even via SMS text. Customer and vehicle information can be quickly entered by your Service Advisors or, optionally, it can be read directly from your DMS WIP data to ensure accuracy, continuity and, above all, minimum of effort.

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From the booking in process, through the workshop, through the valet bay and finally to when the vehicle is 'Ready to collect' POSView LiVE will assist in keeping your customers delighted and fully informed.

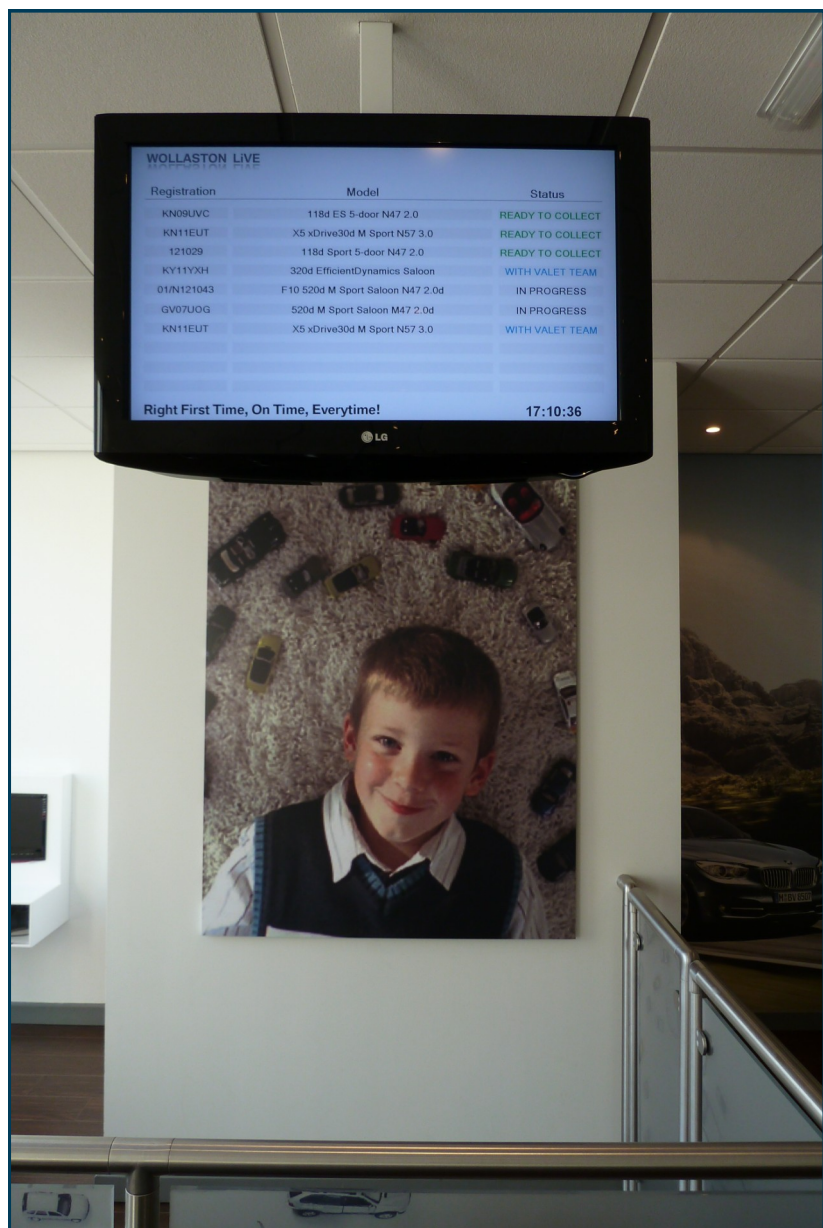
For in-dealership screens up-to-date Dealer advertising content combined with high quality brand and mood video will be interspersed between progress messages and with our new **TubeSync** functionality you can now queue and stream High Definition video direct from any YouTube channel ensuring that your customers will be entertained with relevant, dynamic and fresh content during their time in your dealership.



Go that little bit extra with POSView LiVE

POSView LiVE! Key Features.

- DMS (ADP Autoline) compatible. (Additional DMS system's available)
- Progress information can be delivered to in-dealership screens, via email or even via SMS text.
- Our unique TubeSync technology allows you to queue and stream any YouTube video/channel High Definition content direct to an in-dealership screen.
- Runs multiple screens. Any size, anywhere.
- Centrally managed content by your Marketing or IT function.
- Will play virtually any digital content format.



Go that little bit extra with POSView LiVE


POView Connect. Special.

Connect assists your business in delivering a premium quality customer Hand Over Experience by standardising and automating the delivery of high quality Hand Over memories and Audio content. Why not add POSView Showroom to the final piece of the Handover Experience to deliver high quality personal welcome/thank you messages, relevant vehicle images and video near the customers new vehicle.

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Connect Image.

- 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.

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Making your customers feel very special.

POView Connect. Special.

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Connect **Audio**.

- 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)

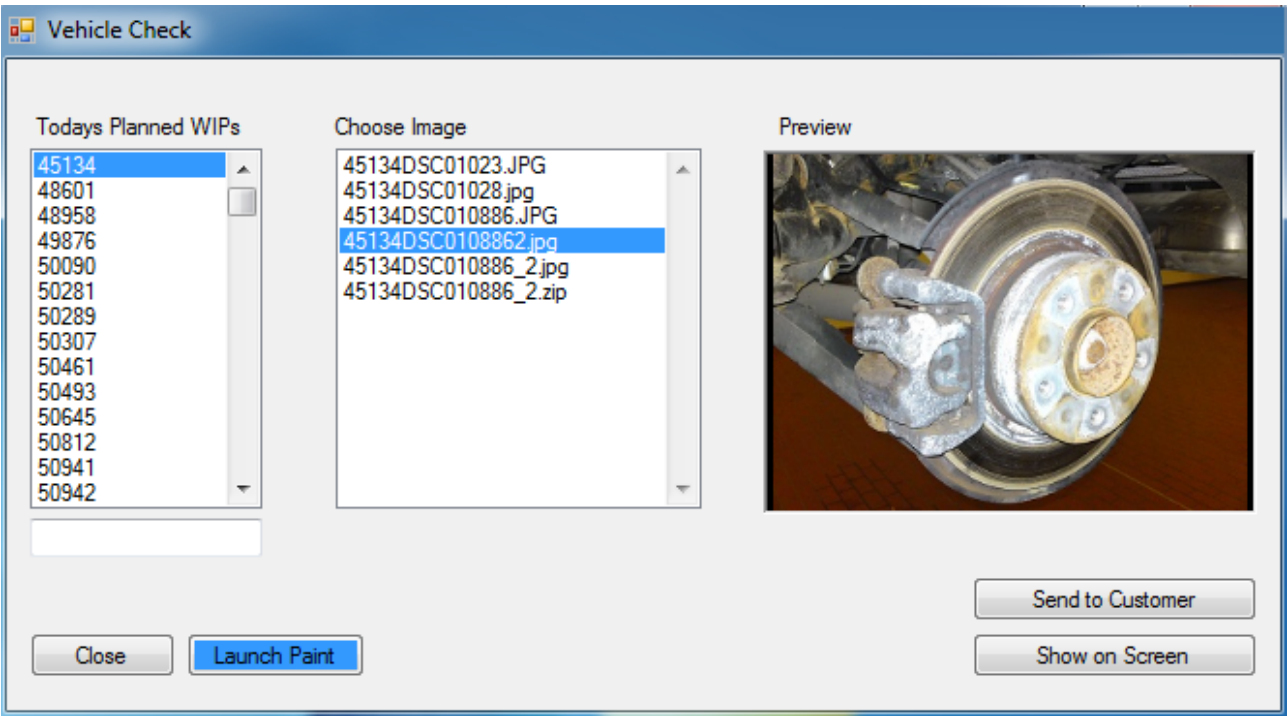


Making your customers feel very special.

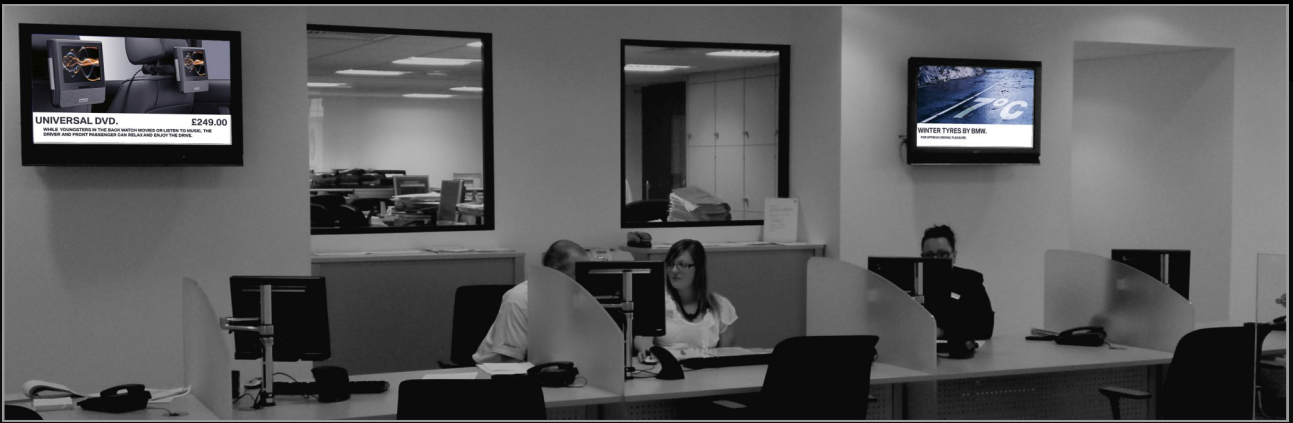
POView Technician. Essential.



Technician 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 POSView 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.



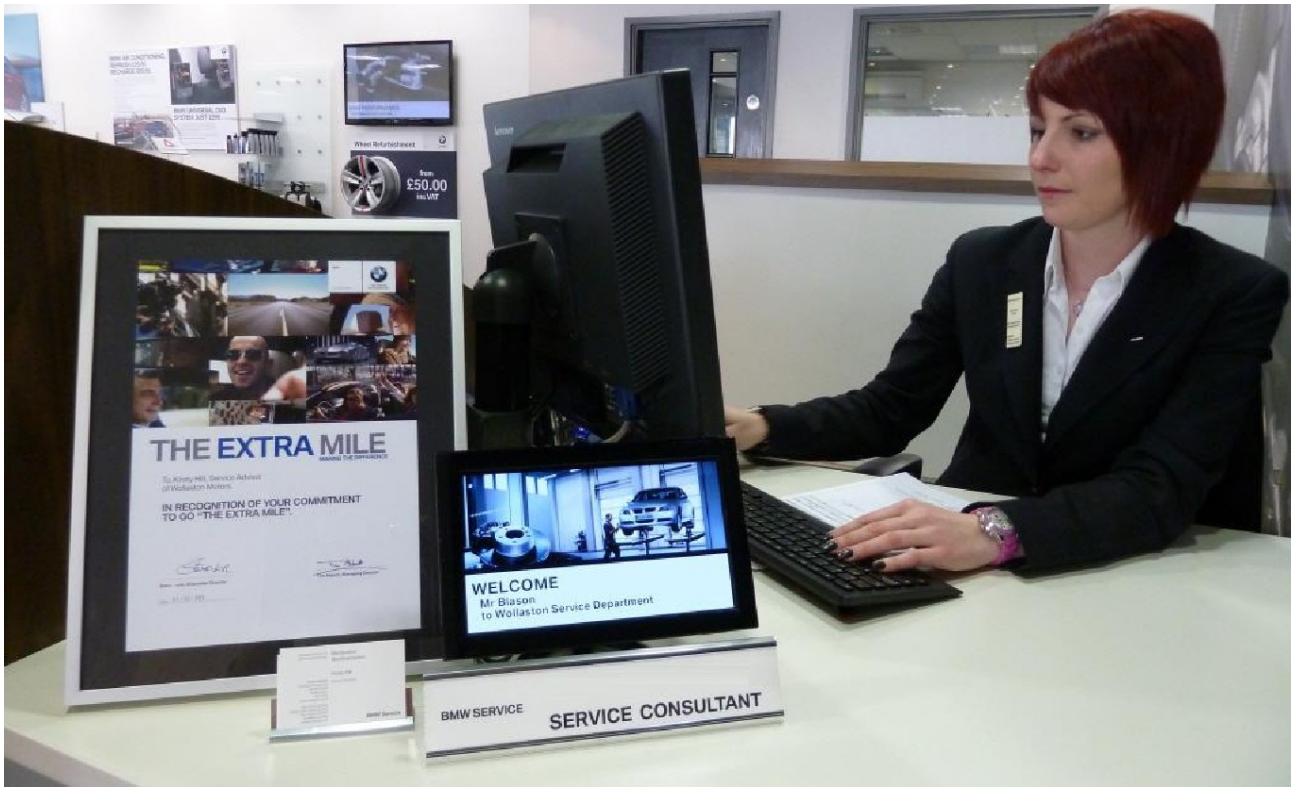
Maximising every opportunity.



POSVIEW SHOWROOM .

Showroom is our standard Digital Signage offering providing traditional time and location based signage. However, as Showroom is built on the Targeted POSView platform it can be used to provide dynamic and immediate ad-hoc messages and information. For example, place a screen at the reception desk and welcome your handover customers to the dealership by name or, place a screen at the entrance to your handover bay to personally welcome your customer to their vehicle handover complete with dynamic images and video. The possibilities to provide a truly unique experience for your customers are almost endless.





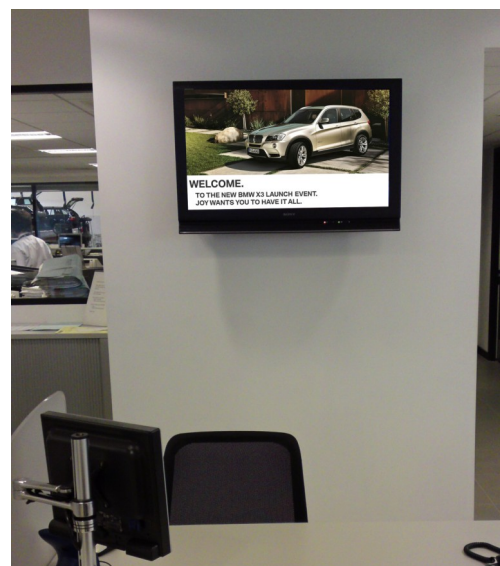
Simple to use.

With one click of the mouse POSView software can deliver personal welcome messages and targeted offers to your customers. Automatic pop-up reminders can be set to automatically notify you when your customers are due in for appointments, demonstrations, handovers, service bookings etc in order that you can start the personal signage content as they enter your dealership.

Events and launches.

POSView software allows for automatic delivery of all local or centrally developed content to each screen.

For example, you can then choose to display campaign or event specific content on all or just some of the screens during any used car event or new car launch.





Feature spot-light.

Display Mirroring.

Your customers are at the heart of the POSView design. We have added some truly unique features that will enrich your interaction with your customer.

Display mirroring allows your teams to display information from their own computer screens (Car Configurators, AUC website listings, Parts Catalogues, DMS screens etc) directly onto customer-facing digital signage screens. So, rather than squeezing around the end of a desk, your customers can now relax whilst you deliver all relevant content directly.



Case Study

Wollaston BMW.

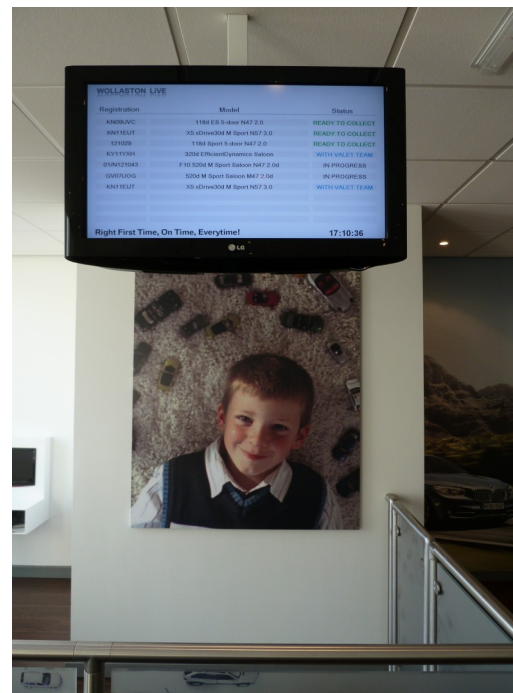
Our brief.

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.

Flexible and Adaptable.

POSView has been designed to be flexible and adaptable. It will run on any size or format screen, will read data from your DMS systems and, more importantly, it is modular. Meaning you can install as many or as few screens as you like with a single licence.

Get started with one or two digital signage screens and expand as far as you like, when you like. The POSView software allows you to install as many connected screens with no additional licence cost.



Bespoke Requirement?

The POSView modular software can be easily modified to suite your own particular digital signage requirement. So, if its scrolling AUC stock listings in your Aftersales waiting area or, perhaps, “next to car” vehicle specification signage with interspersed high quality video that you are after then simply contact us to arrange a consultation.

CUSTOMER EXPERIENCE

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The POSView Digital Signage solution is developed by BlueBird Digital Ltd