

# Take the smart road to a better, more profitable dealership.

Verizon Intelligent Dealership technologies

**verizon**<sup>✓</sup>

The salespeople at your dealership are good at talking up all the latest in-car technologies to close sales. But how good is your dealership at making the most of the latest dealership tech? Customers take notice if your tech is outdated or nonexistent. Even worse, you can miss out on game-changing competitive advantages. Our Intelligent Dealership technologies help you transform your business into a smart dealership that has better cost management, growth and customer experiences.

The car shopping experience has changed drastically in the past few years. The rise of new smart technologies has been fueled by dealerships looking for ways to help their sales people and service advisors be more efficient, provide better customer experiences and increase their dealer Customer Satisfaction Index (CSI) scores. In fact, a 2015 J. D. Power study found that dealers who use tablets, computer displays or other tech-savvy gadgets to record customer vehicle needs, demonstrate vehicle features and display pricing information yield higher satisfaction than dealers who don't. But the advantages don't end at customer satisfaction.<sup>1</sup>

When you use smart technologies to turn your dealership into an intelligent dealership, you can grow your business by appealing to a wider variety of customers. This is especially true of tech-savvy Millennials. The more tech-intelligent you make your dealership, the more you can help your sales teams succeed.

They will have more tools at their fingertips to help them better serve your customers.

But where do you begin? With our comprehensive set of Intelligent Dealership technologies, we can help. From mobility sales tools to fleet and lot management to business continuity and much more, we have the solutions to help turn your dealership into a better, smarter and more successful dealership.

**Greater than 600% ROI and up to 50% more car sales than average sales consultants<sup>2</sup>**

## **Better customer engagement and experiences using Verizon mobility sales tools**

Your sales can take a hit if your sales people can't get fast and easy access to key information on vehicles they're trying to sell. Customers lose confidence in your people when they can't answer questions. And it can be harder for your people to talk about or even be aware of certain selling points that might be key to closing a deal. We can help you make sure that never happens with mobility sales tools from Verizon.

With a tablet in hand, your sales team can quickly get the information they need and

share it with customers. It also makes it easy to interact with customers on social media and respond to Internet leads. Sales people can even do a custom walkaround video from an iPad.<sup>®</sup> demo features of the vehicle in front of the customer and search available inventory for the perfect vehicle.

**Verizon mobility sales tools outcomes:**

- Better customer engagement
- Faster sales cycles
- Higher operational efficiency
- Greater than 600% ROI and up to 50% more car sales than average sales consultants<sup>3</sup>
- Higher CSI scores

Quickly locate, track and get insights into all your vehicles.

**Higher fleet optimization with Verizon Fleet Management**

Like most dealers, you probably have a small fleet of vehicles to handle dealership business. This might include courtesy shuttles, parts runners and loaners or rentals. You need an easy way to manage your fleet if you want to keep costs down and customer satisfaction up. That means being able to make sure fleet vehicles are being used and maintained properly. We help you do that with real-time

fleet information and driver histories through Verizon Fleet Management. That includes being able to quickly find your drivers' locations and dispatch them more efficiently, as well as get insights on driver fuel efficiency and idle times.

**Verizon Fleet Management outcomes:**

- Better control and use of loaners, shuttles and service vehicles
- Better and more reliable customer service
- Faster and more efficient vehicle dispatching
- Greater optimization of fleet maintenance and fuel usage
- Better awareness of vehicle location and speeds

**Faster service and inventory insights through Verizon Lot Management**

With all the vehicles in your inventory, it's not always easy for your sales people to find and match the perfect vehicle to a customer. It gets even harder if some of those vehicles are on side lots. Where exactly is the vehicle? How long will it take to bring it to the main lot? Does its battery even have enough charge to start it? With Verizon Lot Management, it only takes a push of a button for your people to get those answers and more. They can keep tabs on your entire inventory and add a finance and insurance (F&I) line item.

**Verizon Lot Management outcomes:**

- Faster and easier tracking of any vehicle on any lot

- Better inventory management
- Better vehicle status insights with geofencing, low battery and speeding alerts
- Greater stolen vehicle recovery with 24/7 live-tracking from any mobile device
- Higher revenue potential with easier after-sales opportunities and ability to resell solution to customers through F&I
- Better awareness of vehicle use with mileage alerts

**Lower lighting costs and a more engaging environment with Verizon Intelligent Lighting**

Lighting can take up to 55% of the energy used at your dealership. What if you could cut those costs while creating a smarter dealership? What if you could create a dealership with more inviting car lots and showrooms? A dealership with more engaging customer experiences? A smart dealership that can lead to more sales? One that makes it easier to go green? You can with Verizon Intelligent Lighting.

**Verizon Intelligent Lighting outcomes:**

- Better, less expensive and greener lighting
- More intelligent lighting controls for even more savings
- Better customer experiences and more engaging atmosphere with intelligent use of accent lighting, digital signs, customer interactions and more
- Safer and more secure dealership
- Greater deterrent to potential thefts

## Higher video quality and more intelligent protection with Verizon Intelligent Video

You already have cameras to monitor your dealership, but how good of a job do they do? Non-enterprise security systems usually lack the video quality, surveillance capability and intelligence you really need to monitor and protect your dealership. You need a solution that makes it easier to achieve a higher level of protection. You need Verizon Intelligent Video. It gives you all-in-one intelligent security with real-time analytics, centralized archiving and remote monitoring. And it does so with no added infrastructure.

### Verizon Intelligent Video outcomes:

- Higher-quality 24/7 video on property and edges
- Greater ability to intelligently identify threats and traffic patterns
- Better decisions and shorter response times with advanced analytics
- Better remote oversight of staff, showroom and lot
- Better peace of mind for shopping customers

## Better loaner, rental and test drive services using Verizon Share

Your CSI scores take a hit the more you make customers wait. As does making them fill out stacks of paper work to do a test drive or get a loaner or rental vehicle. You can take care of both problems with help from Verizon Share. Using its mobile app, customers can quickly

search, locate and preregister loaners/rentals or sign up for test drives. The platform and app also give you real-time insights that help you better control cost of ownership and vehicle use. Those can all combine to help you create a more flexible and convenient courtesy vehicle program that can improve customer loyalty and CSI scores.

### Verizon Share outcomes:

- Faster and easier vehicle check-out/check-in processes for you and your customers
- Higher customer loyalty on service programs
- More timely repair-status updates for customers
- Better dealer access to vehicle status, such as fuel use, speed and location
- Better total cost of ownership and utilization for courtesy vehicles
- Fewer test drives that salespeople need to go on, giving them more time to make sales

## Better protection against downtime with Verizon Business Continuity

It's hard to keep driving revenues up, let alone process a sale, if your Internet connection goes down. In fact, loss of connectivity from natural disasters or other events can cost a dealership up to \$35,000 per day. But you can stay connected and keep sales and service up and running with Business Continuity solutions from Verizon. If your primary network connection goes down, Verizon Wireless Private Network keeps you connected with cost-effective 4G LTE connectivity.



**Ninety-eight percent of the Fortune 500 rely on our services and technologies.**

**Stay protected with all-in-one intelligent security with real-time analytics.**

#### **Verizon Business Continuity outcomes:**

- No delays in transactions, running credit, responding to leads, servicing your clients and ordering inventory.
- Mission-critical applications keep running.
- Lower connectivity costs.
- Better customer trust.

#### **Easier and faster dealership moves and openings through Verizon Mobile Connectivity**

Opening or moving to a new location can take a lot of time. That type of disruption to your business can have a significant negative impact on sales and revenue. Keeping dealership data protected during such transitions isn't easy either. Verizon Wireless Mobile Connectivity solutions can eliminate those worries by helping you quickly open new dealership locations or relocate existing ones in hours instead of weeks.

#### **Mobile Connectivity outcomes:**

- Faster startup at new sites (hours vs. weeks)
- Easy setup and connectivity for offsite events

- Greater revenue opportunities with easy-to-deploy mobile lots
- Secure wireless transactions and daily backups
- Easier and faster moves to more customer-convenient locations
- Ability to easily migrate to a wireline service

#### **A better, smarter and more successful dealership using Verizon Intelligent Dealership technologies**

As you take advantage of our extensive set of Intelligent Dealership technologies, you can enjoy:

- Better customer experiences, engagement and service for higher CSI scores.
- Better cost and inventory management.
- More efficient and effective business operations.
- Safer and more customer-appealing environment.
- Greater sales, retention, revenue opportunities and growth.
- And more.

#### **Why Verizon**

When it comes to creating smart auto dealerships, the network matters. With Verizon Intelligent Dealership technologies, you get America's largest, most reliable 4G LTE network. We've been rated No. 1 in overall network performance five consecutive times among the four national wireless companies in the United States. No wonder 98% of the Fortune 500 rely on Verizon services and technologies. Add all that to our expertise and leadership in cloud, connectivity, security, data and Internet of Things (IoT), and you get a solution partner that can help you provide better customer experiences while you grow your auto dealership.

#### **Learn more.**

To learn how to transform your dealership into a smart dealership with Verizon Intelligent Dealership technologies, contact your Verizon business specialist.

1 2015 U.S. Sales Satisfaction Index (SSI) Study, J.D. Power Studies, <http://www.jdpower.com/resource/us-sales-satisfaction-index-ssi-study>

2 Stats from partner website at <http://www.intellacar.com/benefits/>

3 Stats from partner website at <http://www.intellacar.com/benefits/>

4 "A Dealer Guide to ENERGY STAR®: Putting Energy into Profits," [https://www.energystar.gov/ia/business/small\\_business/BM31jan22.pdf](https://www.energystar.gov/ia/business/small_business/BM31jan22.pdf)

5 Based on RootMetrics' 2015 First Half U.S. National RootScore® Report: January to June 2015 for mobile network performance test results of four mobile networks across all available network types. Results may vary. Award is not endorsement.

Network details & coverage maps at [vzw.com](http://vzw.com). © 2016 Verizon.

UC02990516