

# CHRYSLER CANADA

Providing an All-in-One Source for Dealership Communications



## Basic Stats:

Client: Chrysler Canada  
Type of Client: Automotive

## Project Details:

Chrysler Canada was feeling the effects of tighter advertising budgets and needed a new solution to communicate with in-dealership customers. Together with Wireless Ronin, Chrysler Canada launched an interactive experience which provides vehicle information as well as dealer specials in one engaging format. Named "Vehicle Information Center", this system was implemented across Canada and has resulted in more pleasurable car shopping experiences for customers and has offered a new cutting-edge tool for sales consultants.

## The Challenge

As cost control measures stretched print and advertising budgets Chrysler Canada needed an efficient way to deliver POS advertising, product knowledge and product information to the right audience at the right time. They needed a new method of advertising that would showcase vehicle offerings and features, while promoting sales and specials, and decreasing overall spending.

## The Solution

Chrysler Canada partnered with Wireless Ronin Technologies (WRT) to develop the "Vehicle Information Center". At the foundation of this product is our proven RoninCast® patent pending wireless system for managing and delivering data-driven digital signage content to remote locations. By making the information delivery interactive it engages the customer in the sales process as never before, breaking down traditional selling stereotypes. The new program not only provides information sought by the customer but prompts them to learn more, stay engaged longer, stimulate emotions and add product excitement. The VIC digital signage solution has a dual purpose. First, it serves as an information resource for consumers to research vehicle information. The system needed to organize detailed model specifications and features into an intuitive interactive resource center simple enough to use that a first time user could have a pleasant and informative self-guided experience. At their fingertips they can navigate key product information, learn from learning tutorials and view product photography. Second, the system also assists sales consultants as a comprehensive sales tool that can be used for consultant-led product demonstrations, answering

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questions and narrowing the models and features that the customer is most interested in.

Feeding the system are data extracts from multiple sources which were integrated through the RoninCast Database Client application. The RoninCast Content Management System "CMS" and Dealer Ad Planner tools provide dealers with local control over content that is displayed. Reporting completes the offering providing detailed information from kiosk usage to system health.

To maximize use of display space and add sales impact, independent content channels were developed for vehicle information and service specials.

The vehicle information database is extensive, offering virtual walk-around style product presentations complete with feature descriptions and benefits, vehicle options, specifications and dimensions. A service menu board feature allows dealers to promote timely seasonal service specials and important recommended maintenance.

To create maximum impact, large screen interactive touch LCD panels are used to attract and hold customer attention. These bright, high resolution panels provide stunning visual impact and offer crisp video reproduction complete with sound. The system is portable enough to be relocated around the dealership or taken to offsite events and shows.

Additionally, a second hardware configuration offering was added for the rollout. "Wheel Stand" places the VIC information directly in

front of showroom vehicles. This new configuration displays window sticker information for a specific vehicle and puts all of the VIC vehicle information at the customer's fingertips.

## The Result

A pilot project was launched mid year 2007 for key national markets across Canada which included dealerships representative of Chrysler Canada's dealer body. Results were analyzed and focus group

conference calls collected dealer feed back, comments and suggestions. The outcome was the development of a national rollout plan for 2008. Dealer comments were implemented to enhance the program, further enhancing the customer experience and build even more value for dealerships.

Chrysler Canada's VIC program responds to the demands of today's highly informed shoppers by delivering relevant content to showrooms, service departments, and special events like auto shows and tent

sales. In the end, WRT was able to supply Chrysler Canada with an end-to-end solution to help their dealers sell more products.



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