

BMW Case Study

friendlyway info terminals in action



„The friendlyway terminals and their use create a wonderful first impression of us. This easily belongs to the demands of BMW “

Christian Samlowski, BMW PLC, Frankfurt/M.

Hier finden
Sie Ihr
Traumauto



Never miss a Sale

How BMW increases customer service & hence sales

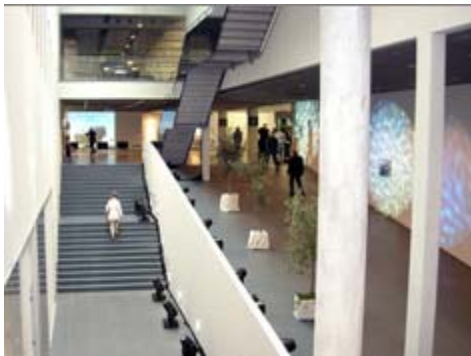


The branch office of BMW PLC in Frankfurt/M opened their new 'used-car centre' in Dreieich in March 2005. In the newly constructed sales rooms, on two levels, around 1000 used BMWs were on offer and new models were exhibited. Eleven friendlyway terminals help the customers to find their dream car at all times. „We have already considered the construction of new point-of-sales concepts, because we want to offer our customers a completely specific service“, says Christian Samlowski, manager of the controlling area and vehicle logistics for the BMW branch office Frankfurt/M and currently responsible for this customer information system.

It was clear from the start to BMW, that the customers must be offered a special information and orientation system, in view of the turnout of used cars and the vast extent of the sales area- „so that“, according to Samlowski, „the customer saves time and running about.“ As there are more than 1000 exhibited vehicles, it is also difficult for the sales advisors to know exactly where a certain car is parked.

The people from Frankfurt found an example for their project within the company, in the used-car centre at Munich-Fröttmanning. The people there had recently, in their similarly newly built centre, undertaken a used-car information system, which was based on the info-terminals and relevant software of friendlyway PLC, which implemented and installed the system in cooperation with Automedia Ltd.

With the opening of the new centre in Dreieich, which now bundles together all the new used-car offers of all branches from the big area of Frankfurt/M , the new customer service concept was implemented. With a total of 11 terminals from friendlyway strategically split over the exhibition space, the customers are able to find out about offers and quickly find their desired car themselves, even when no advisors are free. „With it, we do not just reach the customers, who have little time, quite the contrary. We offer an excellent service for all with the info-terminals, if our premises are open but we are not able to offer more personal consulting services, like for example Saturdays at 16:00, or on Sunday, then we can still inform our customers about our offers and they can easily find and look at their desired car,“ describes Samlowski about the advantages. This service will be picked up excellently by the customers. Many find it fun to be able to spend their time finding out information for themselves undisturbed. With it, their visit to us is a pleasant experience and it also matches the demand of BMW“, Samlowski sums up.



The info terminals are not ignored in the sales rooms. BMW-Frankfurt had an exact idea of how they should look- and friendly way delivered that as a one-off design (material and measurement) So the terminals were provided with a, according to Samlowski, „very inviting, effective neon light panel“. When no one is using the terminal, it switches itself automatically to a screensaver, on which a big moving finger symbolises a click, which animates using the terminal. If the mouse is moved or a key clicked, the screensaver will disappear and a two part screen will be visible: in the upper part BMW informs about current up-dated special offers, in the lower part, the customer can find their desired vehicle over the search page.

Recorded on the search page is, like the car exchange on the internet, such as the type, price margin, colour etc. for your desired vehicle. The system delivers them, not only a choice of cars available, but also shows the customer at which place it is parked. And that is not all: the customer can view the car themselves from all sides, even at the terminal, as there are 360 degree pictures of each one of the used-car centre offered vehicles, with exterior and interior views.

The customer can print out all the details of all the vehicles that they like. The print outs are contained on the counter, which is also staffed on Sundays and an appointment for a test drive or a consultation can be arranged there.



As an alternative to this, the customer can also instantly give his e-mail address and contact details to the terminal and request details from BMW e.g. to send them offers, or to discuss a test drive appointment. This contact mails go direct to the sales manager and will be passed on by him to the appropriate advisor, who will then communicate with the customer.

The terminals will be adopted very well by the customers. „Several hundred visitors use it every month“, Samlowski reports. Thanks to the installed software, BMW knows which terminals are used often- and so can optimise the location. Of the total eleven assembled terminals, five are installed with a mouse and keyboard. The other six terminals possess touchscreens, on which an on-screen keyboard can be activated. These six terminals were certainly introduced by BMW for show purposes, to run their videos and animations on as well as special offers. The branch office updates the data for it as well as the videos and animations itself over the internal network (the system does not accumulate telecommunication costs). BMW installs a developed standard software from friendlyway to it, a tool which combines the quickly established content of all formats to attractive multimedia shows and allows time controlled play.

The vehicle and location data will be recorded in an intranet-based data application, over a likewise developed stocksystem software from friendlyway PLC. The identification of the cars will be printed out as a barcode and stuck to the back window, the car will be parked, the barcode will be scanned with the hand held computer of the employee, and the parking place number entered in to it- immediately then the car is in the system with this data and can be found on the terminals. The BMW service provider Automedia then makes sure with its system, that the photos taken of the cars, as well as the vehicle data from the employees in Dreieich, are recorded in a central databank and is instantly published and distributed simultaneously to the car exchange on the internet, as well as to the BMW intranet.

BMW leased the friendlyway terminals, the costs were disputed from the marketing budget. „And these costs are profitable“, believes Samlowski of his experiences in all. „As the info terminals open an optimal possibility for us to present our vehicles excellently, even aside from consultation time or during the unavailability of a consultant, and offer a service , which meets the demand of the customers.



„Convenience“ is the marketing catchphrase here, which transformed 100% in this case. „These info terminals and their use, provides us a wonderful first impression, which becomes a pleasant experience for the customers- this is easily associated with the demands of BMW“. Christian Samlowski and the management of the BMW branch office in Frankfurt are, on the basis of the experience in the used-car centre, so convinced about the advantages of the friendlyway terminals and use of them, that they want to also set them up in other branches, in which new cars are sold, so that customers can also see in these branches the used-car offers and from there make their choice suitably- never miss a sale.

Definition of Problem

BMW displays over 1000 vehicles in its used car centre in Dreieich. Without an advisor, a customer finds his desired car with difficulty- especially at the weekend if not able to be advised. BMW therefore wanted to install a premium customer service.

Solution

BMW displayed info terminals with relevant software- both from friendlyway. The customer can find his desired vehicle over these terminals including location information, photos to look at, data to print out and to request further information.

Result

Several hundred customers use the terminals per month; their waiting time is reduced and satisfaction increased. Thus for BMW all marketing investments are profitable. The acceptance amongst customers is so good that the BMW branch office in Frankfurt will also install such info terminals in other branches.

Appointed Technology

- 11 friendlyway-Welcome-Terminals (as one-off-production)
- Special application from friendlyway
- Composer-Software from friendlyway
- Used-car data from Automeia Ltd
- Internal LAN of BMW PLC (no telecommunication costs)

Gebrauchte Automobile Zentrum Dreieich

Niederlassung
Dreieich



Freude am Fahren



„The marketing costs are profitable. We attend excellently to our customers all the time, even when no consultant is handy – never miss a sale.“

Christian Samlowski, BMW PLC, Frankfurt/M.

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