

How to Create The Best In-Location Experiences for Your Car Dealership

As you welcome customers back into your car dealership's locations, you'll want to ensure that their new "first impression" is a good one. To do that, you'll want to create winning experiences that leave them feeling more engaged and more connected to your brand.



Here are a few ways to create those experiences and keep your customers smiling.

1 Help them feel safer

Even as you open your doors again, things will need to be a little different. In order to ensure the safety of your customers, your employees, and your community, you'll want to make your safety policies very clear. Thankfully, Raydiant offers you the ability to create highly-visible signage that makes your safety efforts crystal clear. Just choose from one of over 150,000 templates and drag-and-drop your way to impactful safety signage in just a few minutes.

2 Provide a socially-distant option

Some people love going back and forth at the dealership, trying to get the best deals. Others would rather shop on their own at their own comfort and pace. Keep everyone happy. With Kiosk, you can create a self-service touchscreen terminal in your dealership that allows people to see all their options and even videos of vehicles without any pressure. Let your salespeople focus on the ones who prefer to do things the old-fashioned way.

3 Create exciting promotions

Long waits are unfortunately part of the business sometimes. While you can't change that, you can certainly make waiting in your car dealership a better experience. With Multizone, you can use Raydiant to build custom infotainment screens for your customers' enjoyment. Combine items like a custom news feed, videos, weather, and more into one unified display to keep customers' minds off the wait.

4 Provide a better waiting experience

Thanks to Raydiant's unique support for video and audio, you can treat your customers to exhilarating promotions where they can see-- and hear--everything that's great about your vehicles. Create a multimedia presentation in our Slides application to show off your stock. Display gorgeous photos or provide video tours of new models in crisp, beautiful HD.

5 Build a better environment

Raydiant lets you turn your digital screens into powerful multi-tools for creating winning customer experiences. Provide a musical backdrop to provide a little ambience whether it's Top 40 hits or soothing jazz. Create warm, wholesome welcome signage to let customers know you're happy to see them. Make your car dealership somewhere people enjoy being, rather than just somewhere they need to be.