

# Auto Dealer App by Pulse

## Fact: Mobile Apps Increase Revenues

Your customers are devoted to your brand, but are they loyal to your dealership? Many dealerships already cater to their customers through mobile websites, but that is only part of the equation. Mobile websites lack the ability to create that personal, customized service. To drive revenues for existing customers, while fostering leads and relationships with new prospects, a branded mobile application is a dealer's best all-in-one solution.



Auto Dealer App by Pulse allows dealers to empower their customers through the simplicity of their smartphone. Any task related to the customer's vehicle is quickly and easily handled after simply downloading the app. Dealers can then send sales, service or parts promotions, special coupons and detailed service reminders. Dealers are also able to integrate or implement loyalty programs and provide many other customer service functions.

## Why Invest In A Branded Mobile App?

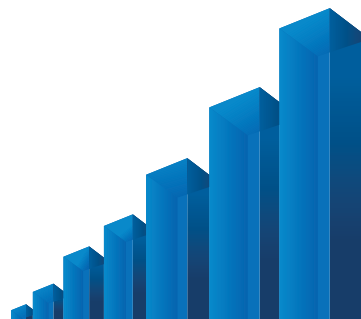
- Deepen analytics & insight into customer behaviour
- Provide a seamless user experience through existing smartphone features
- Stay "top of mind" via the app on your customer's phone
- Send mobile coupons which are redeemed at 10 times the rate of traditional coupons
- Provide ease of access as 2 out of 3 customers are already researching cars on their smartphones when at the dealership
- Be innovative as apps will be a key feature in the future of connected cars



Launch your branded mobile app



Customer downloads app



Increased sales and customer loyalty

The flexibility and breadth of the Pulse Auto Dealer App provides dealers with software that offers the customised functionality and customer care that makes the difference between a shopper and a long-term, loyal customer.

### 1

#### INCREASE SALES LEADS

- Searchable new and pre-owned vehicle inventory
- Trade-in & test drive requests
- Promotions based on customer profile & Geo location
- Customer referrals
- Credit application



#### Here's What Our Customers Are Saying!

"Guests love how easy it is to be kept informed of our events and love booking their service appointments through the App! It's helped us build customer loyalty and is getting us more followers on social media!"

**Tracy Roulston, General Sales Manager,  
Marigold Ford**

### 2

#### DRIVE REPEAT SERVICE VISITS

- Service appointment requests & booking
- Car rental & shuttle requests
- Service reminders
- Service history
- Prepaid maintenance



"The App is a great addition to any digital marketing initiative a dealer is doing and has helped us to build repeat customers."

**Ken Beam, Digital Marketing Director,  
Douglas Auto Group, Summit New Jersey**

### 3

#### DEEPEN CUSTOMER LOYALTY

- Rewards points
- Mobile payment
- Customer surveys & feedback
- Dealership contact info
- Tools: Collision Reporting, Parking Marker, Cheapest Gas, Loan Calculator



**FOR A FREE DEMO AND A SPECIAL OFFER,**

call us at 1 866 276 1137 or visit [www.pulseautodealerapp.com](http://www.pulseautodealerapp.com)

Pulse Auto Dealer App specializes in the design, development and deployment of branded communication applications for dealerships and their existing client base. Pulse has almost 20 years of software solutions experience. We bring this level of expertise and attention to detail to every mobile app project we implement and support, to provide customer satisfaction.

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