navitend

CASE STUDY

AUTO DEALERS

Expanded wireless coverage

Auto Dealer

The challenge

Our auto dealer clients, like many others, operate in a market of continual change. Sometimes these changes are from their manufacturer's requirements and other times change comes from customer demand or attributes unique to their operation. A recent challenge was to extend Wi-Fi connectivity for their outdoor lot when adjacent space became available and they expanded the footprint of their pre-owned inventory. A larger pre-owned lot means more sales and profitable follow-on service.

navitend's role

To bring additional coverage to their expanded outdoor lot, navitend performed a site survey to determine the equipment (and placement) required to provide the necessary Wi-Fi coverage to their lot. Once a solution was engineered, navitend procured, installed and configured multiple outdoor wireless access points for our client.

Closing the sale

This connectivity allows dealership staff to look up vehicle and financing information while working directly with their customers on the lot without having to go back inside the office. The connectivity also permits customers to access the internet as a guest to give them more autonomy as they browse the new vehicles on the lot. The increased wireless coverage and internet access improves the buying experience for staff and customer alike.

Talk to a person, not a ticket

Tell us what's going on. We'll listen, ask good questions, and give you informed and experienced guidance.

Book a Call

Call 877.448.0070

www.navitend.com