



Nowcomm helps Soper BWW deliver a prestige customer experience worthy of a prestige brand

In today's world, prestige car dealerships are far more than just garages selling cars. They are ultra-modern retailing environments where the customer experience must be considered just as much as the products and brand. This is the case for BMW dealers where strict manufacturer standards define not just showroom design and vehicle presentation, but now also recognise the expectations of the modern, tech-savvy, mobile device-enabled consumer.

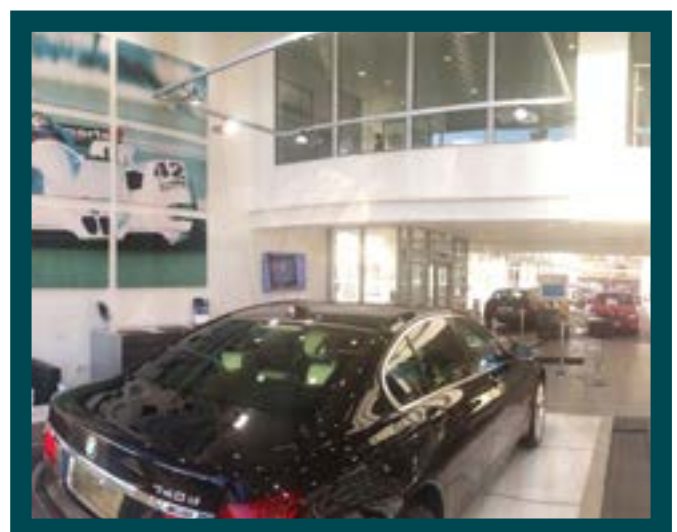
Customers increasingly entering dealerships expect to connect to and use wireless networking services, particularly those who opt to remain in the comfortable waiting area whilst their vehicles are being attended to in the workshop. A robust wireless solution allows customers to get online and conduct business when needed, meaning that fewer require collection and delivery services or the use of a courtesy car.

A poor wireless solution makes customers reluctant to use it leading to a poorer overall experience, therefore reducing the time they spend in the dealership and, thus, limiting the dealer's opportunity to market and sell to them.

When Nowcomm approached Soper BMW of Lincoln with a retail specific wireless network solution based on Cisco Meraki products, Soper BMW saw the opportunity to not only provide a premium customer experience but to also support VPP, the new wireless Virtual Product Presenter from BMW and its associated mobile IPAD "Customiser" application. VPP allows Soper's sales team to immerse customers in a large screen personalised visualisation experience of their new vehicle and its many colour and design options.

The Nowcomm solution also enables Soper BMW to meet their obligations as one of a limited number of official BMW iAgents, who can sell and service the forthcoming revolutionary new i-series electric vehicles. The rigorous retail standards for "iAgents" require whole building wireless connectivity coverage; something that Nowcomm's expert wireless network engineers incorporated into the design.

The solution installed by Nowcomm is fully Cloud managed, allowing the dealer to decide whether they manage it internally or externally. The solution is also a fault tolerant mesh, so in the unlikely event of component failure its impact is mitigated through the underlying design and location of wireless access points. Nowcomm's engineers will also support Soper in the configuration of the wireless network for both guest and internal users alike ensuring that security, provided through the built-in firewall and content management meets the business requirement.





In the future one of the exciting features that Soper BMW are keen to explore is the information the wireless network can provide regarding devices present within its mesh, to offer an even greater personalised customer experience.

Through a customer database, the network can identify individual customers entering the dealership, how often they visit and when and where they go once inside. This information allows personalised greeting services and allows the delivery of individual-focused marketing and information, helping to increase customer loyalty and offer new sales opportunities.

Nowcomm's wireless retail solution provides Soper BMW with compliance against BMW retail and iAgent retail standards, sustain its brand protection, offer an enhanced customer experience and pave the way for personalised marketing solutions, all of which directly supports the company's sales growth aspirations.

"Nowcomm have delivered us a flexible robust and secure wireless solution that allows Soper to meet BMW's stringent retail standards, offer new wireless Point Of Sale applications, provide quality guest internet access for customers and enables a platform for further development to make Soper BMW a true modern retailing dealer."

*Andrew Tullie,
Dealer Principal at Soper BMW*

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