

FOR IMMEDIATE RELEASE

News from Mercedes-Benz Burlington and MyDealerLot
Friday, July 10, 2015

RADIO FREQUENCY IDENTIFICATION:

Mercedes-Benz Burlington's Customer Service Excellence Has Just Reached The Airwaves

With its iconic architectural facility and many customer service awards from Mercedes-Benz Canada and the automotive industry, Mercedes-Benz Burlington (MBB), a division of Quantum Automotive Group Incorporated (QAG), continues to be the industry leader in the automotive world. In keeping with its reputation for innovation, MBB has partnered with US-based MyDealerLot (MDL) to implement Radio Frequency Identification (RFID) technology. As George Cresto, CEO and founder of MDL, emphasizes, "RFID technology brings a Ritz Carlton level of recognition and personalized service to dealership service clients, setting a new bar for service excellence." MBB is the first Canadian dealership to implement this advanced technology – and MBB clients will soon experience many benefits as a result.

RFID allows MBB to provide efficient and personalized "name, rather than number" service to clients. At many dealerships, clients wander around, wasting their valuable time re-explaining why they're there. RFID, however, allows for real-time client recognition: a vehicle and its owner are recognized immediately upon entering the dealership by an RFID antenna. Relevant departments are alerted that the client's vehicle has arrived and the client's name, appointment, service needs and/or preferences are immediately associated with the arrival. This facilitates more effective and meaningful dealer-client interactions. The entire process starts with the placement of an RFID "tag" in an inconspicuous location on the client's vehicle which has encoded a random number. Ken Scheder, MDL's Executive VP of Sales and Marketing, notes, this tag carries no personal information and ensures "100% client privacy."



From right: President and CEO Mercedes-Benz Burlington Ken Szekely, Founder and CEO MyDealerLot George Cresto, General Manager Mercedes-Benz Burlington Owen Tseng.



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RFID technology allows for other efficiencies as well. By tracking at which stage a client's vehicle is currently in during a service cycle, RFID allows for both MBB staff and clients to stay informed about the service process. Each department can be mindful of how much time they have left for their component of the service cycle – and customers know when they can expect their freshly washed vehicle to emerge from service. Also, RFID can be linked to MBB's tablet technology, quickly alerting team members to a customer's appointment details. And when a client returns a courtesy vehicle they are recognized again enabling arrival alerts to their service advisor and valets to immediately prepare that customer's vehicle for delivery. The concierge and cashier are also notified, so necessary paperwork can be prepared in advance of the client's arrival.

As Ken Szekely, President & CEO of Mercedes-Benz Burlington, notes, "Our implementation of advanced RFID technology represents, definitively, our commitment to making Mercedes-Benz Burlington a lifestyle destination, and to redefining the entire concept of 'modern luxury' in a dealership setting." General Manager Owen Tseng articulates Mercedes-Benz Burlington's mission further, noting that it is to "differentiate via innovation; and to sustain our position as the industry leader via ongoing innovation that allows Mercedes-Benz Burlington to exceed customers' expectations."

MBB's RFID system is now up and running. Clients can enjoy a whole new standard of customer service excellence at Mercedes-Benz Burlington.

CONTACT & INFO

For details about Mercedes-Benz Burlington's groundbreaking customer service initiative, please contact Owen Tseng, General Manager, at 1.877.353.5557 (ext. 588) or owen.tseng@mbburlington.ca.

For information about MyDealerLot RFID technology, contact Ken Scheder at 678.846.9271 or kscheder@mydealerlot.com.