

## Get a Competitive Edge with Personalized Customer Experience

Customer experience is the **new competitive battleground**! A recent study found that the lack of personalization is a key customer pain point throughout the buying process. "Targeting customers with **relevant and personalized content** at the right time, on the right device, with the right content, eases pain and increases the likelihood of desirable customer reactions," according to the study.

IntellaCar's iPad selling solution provides customers with a personalized experience **they can't get elsewhere**, including:

- Vehicle features **based on customer priorities**
- **Comparison** of trims or competitive vehicles tailored to the customer
- The ability to **enhance vehicle understanding** by having everything at the sales consultant's fingertips:
  - In-depth product knowledge
  - Technology demos/videos
  - Instant inventory look-up

Click below to watch the video.



[Click here](#) to schedule a demo TODAY.

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