

Vinvox Website Launch

Submitted by vinvox on January 31, 2011

LAS VEGAS, NEVADA (January 31, 2011) – An advanced automotive technology firm has created an innovative new application that will significantly improve customer retention and offer an unprecedented view of the interaction between the driver and his or her vehicle.

The **VINVOX Interaction Platform (VIP)** (U.S. patent pending) is an automotive telematics application designed to gather and analyze accurate and detailed data directly from the vehicle, and communicate its findings in real time with the vehicle owner, dealer, and Original Equipment Manufacturer (OEM).

The vehicle owner can access and analyze his or her data through an online “dashboard,” and also receive precisely targeted notifications through his or her choice of communications channels, such as e-mail, text messaging, and social media.

Dealers and automotive manufacturers can use the detailed reports and predictive analytics to significantly improve Customer Relationship Management (CRM) and lead generation for both new car sales and service departments.

Automotive retailers and OEMs can use VINVOX to offer their customers a superior service scheduling experience that provides true added value to vehicle owners. Because the VINVOX Interaction Platform receives vehicle status updates in real-time, it automatically communicates with the customer when it detects that the vehicle needs service or maintenance, and instantly offers service appointments via a leading-edge Service Scheduling tool. The scheduler provides service advisors with the true car mileage and Diagnostic Trouble Codes (DTCs) before the customer even enters the service bay.

The VIP Insight™ module provides the dealer with an extensive predictive analytics tool that can provide timely and qualified sales leads by producing comprehensive car service history reports, such as accurate real-time mileage reports and notifications of lease/warranty thresholds. With VINVOX, dealers and OEMs can also substantially increase the effectiveness of their marketing and promotions efforts by communicating directly to the customer with precisely targeted and relevant offers.

How the VIP works

The VIP views and transmits vehicle data using a small, unobtrusive unit called a Retriever installed in the On Board Diagnostics (OBD) port. The unit sends the data to a remote system using cellular technology. The system is then able to provide detailed information to both the vehicle owner and dealer, issue notifications and alerts, coordinate service scheduling, and more.

The Retriever is specifically designed as a passive device, and is incapable of modifying any vehicle settings. For security, the VIP only gathers relevant operational data related to the internal state of the vehicle, such as the odometer reading. It also encrypts all communications.

Learn more

VINVOX, a proud sponsor of the J.D. Power and Associates 2011 International Automotive Roundtable, will have representatives at the event to discuss ways in which the VIP application can dramatically improve sales and service results. The roundtable takes place at the Palace Hotel in San Francisco on Friday, Feb. 4 th.

VINVOX representatives will also be available for private demonstrations of the VIP during the National Automotive Dealer Association (NADA) Convention and Expo, which takes place at the Moscone Center in San Francisco on Saturday, February 5th through the 7th.

For more information, or to arrange an interview, please contact Marco Bertolin at 1-855-846-8691 or 1-506-380-3992.

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About VINVOX

VINVOX delivers automotive telematics applications to manufacturers, dealers, and consumers. It helps automotive clients secure customer loyalty, win new business, and make informed business decisions, while helping consumers make timely vehicle servicing and purchasing decisions through the convenience of new media channels.

The VINVOX Interaction Platform (U.S. patent pending) solves the industry’s need for increased customer retention through detailed real-time vehicle usage data, and direct, interactive communication with vehicle owners.

VINVOX corporate offices are located in Las Vegas, Nevada, and Moncton, Canada. VINVOX is currently funded by international venture capital, and its executive team brings more than a century of combined experience in the advanced Information Technology and Automotive sectors.

For more information on VINVOX and its innovative telematics applications, visit our website at www.vinvox.com.