

Brand Radio Solutions

What is “Brand Radio” and how can it help my business?

InQue’s “Brand Radio” solutions offer a fully customized vehicle that only promotes your brand(s) and services – just like having your own private radio station personalized to your business’ space. With “Brand Radio” you can use music, advertising and video to communicate your specific messages to your customers. The result is a unique and controllable customer experience that will generate revenue opportunities.

Focus on: Automotive Dealerships

SongBoss™, AdBoss™, and VideoBoss™ are perfect tools for the automotive dealership who insists on controlling the total purchase experience once the customer walks into their showroom

Once a customer walks into your dealership, the opportunity to control their total purchase experience begins. This customer experience can be the difference between making and losing the sale. SongBoss enables the dealer to dramatically control this experience by providing multizone music and messaging experiences for customers to hear while they are in the showroom, service or pre-owned areas.

What’s possible? You can now provide messaging that highlights financing programs and options; the service department’s loaner car policy; add-on features like extended warranty protection; daily promotions – essentially any message that you wish to convey to your customers to enhance their understanding of your dealership’s full value and service. Custom-designed music that you approve sets the tone for a positive and entertaining experience for your customers, separating you from the competition.

AdBoss™ is a state-of-the-art message manager for your business, providing your business with features like pre-programmed advertisements, jingles or messages. Using the powerful scheduling feature, you can select the sequencing of ads and frequency of playback. This innovative message management system also receives updates on a moments notice if you want to introduce new messaging, programs, or special promotions.

SongBoss™ offers a computerized music management system that stores thousands of music tracks and organizes them into easy-to-manage libraries. Sequences of music are played in any predetermined order. SongBoss™ functions as an advanced automated DJ, maintaining the high quality transitions between musical tracks.

VideoBoss™ extends the capabilities of SongBoss and AdBoss in delivering exciting and fully-customized video experiences. Video can range from photo displays, static video messaging and full motion video.

How can InQue help my dealership(s)?

- Derive additional revenue by advertising service offerings and promotions; add-on product options and features directly targeted towards your demographic
- Positively position and differentiate your dealership from the competition by utilizing these unique tools throughout the entire facility
- Create your own personal radio station, carrying your messages, your music choices, and promoting your business your way - all day, everyday
- Create a unique atmosphere enhanced by music and messaging in key areas of your business - showroom, customer waiting areas, parts department, and employee areas
- With the power of SongBoss’ multi-channel engine, custom messaging can be delivered to the employee area simultaneously with customer advertising in the service areas
- Provide a vehicle (and additional revenue stream) by selling advertising space to your suppliers and other vendors

The possibilities are as extensive as your creativity and desire to differentiate yourself from the competition in creating a unique experience for your customers and a uniquely competitive advantage for your business.