

Objective:

This copy was created for the Audi USA dealer network microsite. It's goal was to introduce Audi dealerships to the Audi Progressive Retail program and upcoming features of the Audi Sales Assist app.

Home Page

Overview

Since the launch the Sales Assist App in January 2014, the Audi Progressive Retail Experience has become an integral part of the sales process. Now, the same elevated customer experience, ease and efficiency will be available to a broad scope of dealership interactions. Starting in October 2014, ePDI and eDelivery will assist sales and service by helping to provide quick and consistent vehicle delivery. Also, new service and finance tools are currently being developed and piloted and will arrive in 2015. With this comprehensive suite of digital tools, all aspects of dealership and customer interaction will benefit.

Sales

Progressive Retail sales tools put valuable resources at your fingertips and help create collaborative customer relationships. Launched in January 2014, the Sales Assist app has been adopted by all US Audi dealerships. Click below to learn more about the growing features and upcoming releases of Audi Progressive Retail apps.

> [View all tools](#)

Service

Mobile service tools provide an enhanced service experience for customers, while maximizing efficiencies within the service department. A pilot program for the upcoming Service Assist app will begin in late 2014, with the app launching in early 2015. Click below to learn more about the benefits and upcoming releases of Progressive Retail service apps.

> [View all tools](#)

Sales Page

Overview

Progressive Retail sales tools put valuable resources at your fingertips to help accelerate the sales process and establish a collaborative relationship between customer and dealer. Launched in January 2014, the Sales Assist app has been broadly adopted across Audi dealerships. With the eDelivery app launching in October 2014, followed by negotiation/finance and CPO apps, tools for all aspects of the sales process will soon be accessible.

> [View sales vision video](#)

Sales Assist

Available now, the Sales Assist app is a multi-faceted product demonstration tool that creates a professional and transparent experience for customers. This interactive experience presents information in innovative ways and creates a greater connection with existing and potential customers. The app is being continually improved and updated based on nationwide ABS feedback. Click below to learn about upcoming new features.

> [Learn more](#)

ePDI / eDelivery

Available October 1, 2014, ePDI / eDelivery app streamlines the entire delivery process, making it faster, easier and more customer focused. Providing pre-delivery checklists, VIN-specific delivery checklists and the ability to send, save and retrieve checklists for second delivery, this app will become an indispensable tool. Click below to learn more about getting started with ePDI / eDelivery.

> [Learn more](#)

Negotiation and Finance Applications

Negotiation and finance tools will help present vehicle pricing and payment options to customers in a clear and collaborative way. Pre-populated digital forms limit paperwork and create time for more customer connection. Pilot programs for customer-facing negotiation solutions are coming soon.

[Coming soon](#)

eCPO

The eCPO application will streamline the CPO evaluation/certification process by using digitized forms. It will allow access to current CPO inventory and will help explain the details of the CPO program to potential customers.

Service Page

Overview

Mobile service tools provide an enhanced service experience for customers, while maximizing efficiencies within the service department. A pilot program for the upcoming Service Assist app will begin in late 2014, with the app launching in early 2015. Device subsidies will be offered for dealership service employees at the time of launch.

> [View service vision video](#)

Service Assist

The Service Assist app helps deliver a more impactful customer experience. It features tools that create efficiencies in the service process including scheduling, repair order creation, customer communication, invoicing and payment. Pilot programs featuring mobile service solutions from ADP (ServiceEdge) and Dealer FX will be launched soon.

[Coming soon](#)

RFID Technology

RFID (Radio Frequency Identification) technology easily identifies customers upon arrival so you can greet them by name. It can also auto-populate relevant service applications with customer information and track vehicles through the service process, alerting sales team members when customers are at the dealership.

Coming soon

Loaner Management

Loaner availability is a major factor in positive CSI scores. Using mobile loaner management solutions will help reduce loan length and save on outside rental expenses. Features like paperless loaner agreements with digital signatures keep customers and dealership personnel moving quickly and efficiently.

Sales Assist Page

Overview

Since launch, the Sales Assist app has achieved 100% dealer adoption and has become a powerful sales tool. Through innovative product presentation and enhanced customer connection, Sales Assist has helped close deals and limit cross-shopping.

> View Sales Assist feedback video

Coming Soon Features:

- **Access Customers' Vehicle Configurations**
Save time and assess customer needs by easily retrieving customer's AudiUSA.com vehicle configuration.
- **Push Notifications**
Receive alerts about the latest product information, as well as the most up-to-date app improvements.
- **Vehicle Overview Page**
A holistic view of each vehicle including recent awards & accolades, and product positioning statements.
- **TDI® Range Finder**
An interactive map that lets you visually compare the driving distance between specific gasoline and TDI models.
- **Enhanced Inventory**
This ABS-tailored view of your dealership's inventory helps you access the vehicles on your lot more efficiently.
- **Accessories**
Introduce customers to the role parts and accessories can play in enhancing the appearance and functionality of their vehicles.

ePDI / eDelivery Page

Overview

Available October 1, 2014, the ePDI / eDelivery app is an integral part of the Audi Delivery Experience. Designed to create a consistent, efficient and customer-focused delivery process, the app offers digital PDI checklists, VIN-specific delivery checklists, and the ability to schedule second delivery right from the app.

- > View Audi Delivery Experience vision video
- > View eDelivery feedback video

Features

- **Training Mode**
Available to guide new app users through the PDI and delivery modules.
- **Digital PDI Checklists**
Digital checklist help guide technicians through the PDI process quickly and efficiently.
- **VIN-specific Checklists**
Scan the vehicle's VIN with the iPad to easily pull up a customer's vehicle-specific checklist.
- **Personalized Vehicle Delivery**
Customize the delivery process to the customer's time window and cover features important to them.
- **Flag Important IQS Features**
Priority IQS features are flagged to ensure they are covered completely and to help raise initial quality scores.
- **iButton Content**
Pull up videos or additional content to further explain a vehicle feature to the customer.
- **Send, Save and Retrieve Digital Checklists**
Completed checklists can be sent to the customer and saved for second delivery.
- **Send Video Links**
Within the completed delivery PDF emailed to the customer, video links are included for additional reference.
- **Second Delivery and First Service Appointment Scheduling**
Schedule second delivery and first service appointment with the customer directly from the app.