

BMW AUC Touchscreen Kiosk

Visionpoint Customer Satisfaction Survey

Survey overview

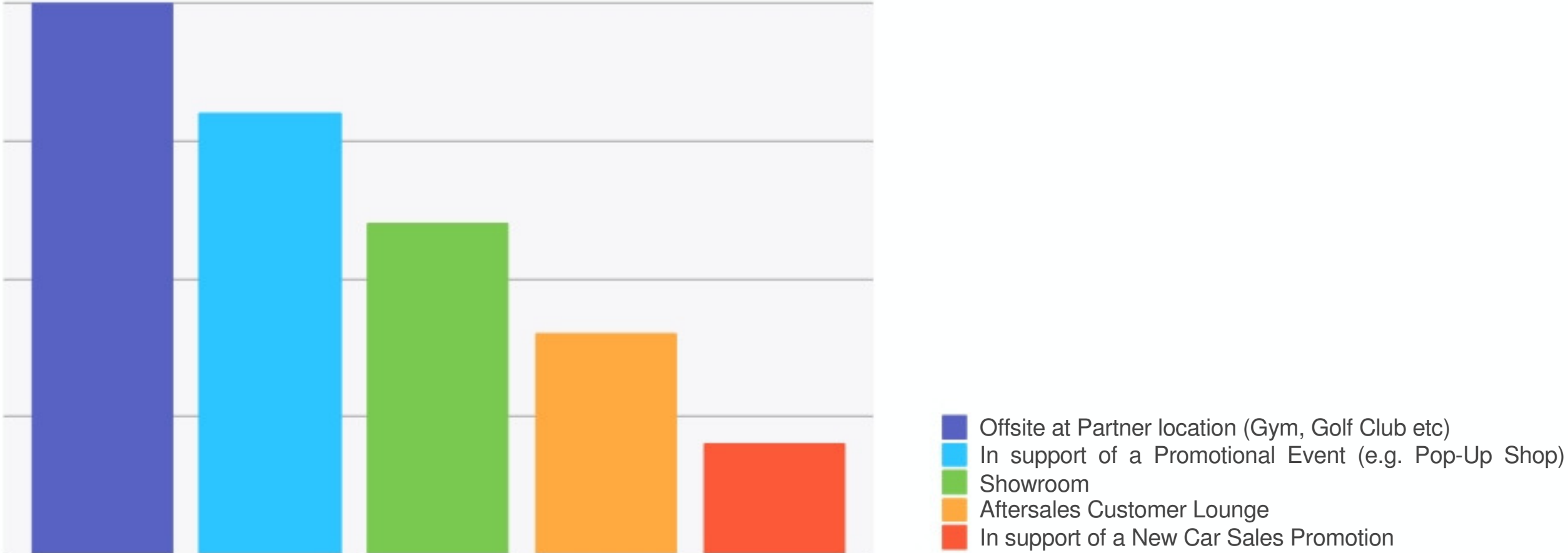
- Survey conducted by independent agency
- All Visionpoint UK and ROI BMW customers contacted
- Varying sizes of BMW centres with retail sales targets ranging from 300 - 800.
- We received a response rate of 60%

Survey content

- The survey asked the customer to provide feedback with regards to:
 - Identification of most popular locations
 - Effectiveness of kiosks in generating sales enquiries
 - Use of Kiosk to promote additional products
 - Service levels provided by Visionpoint Technologies
 - Product endorsement to peers

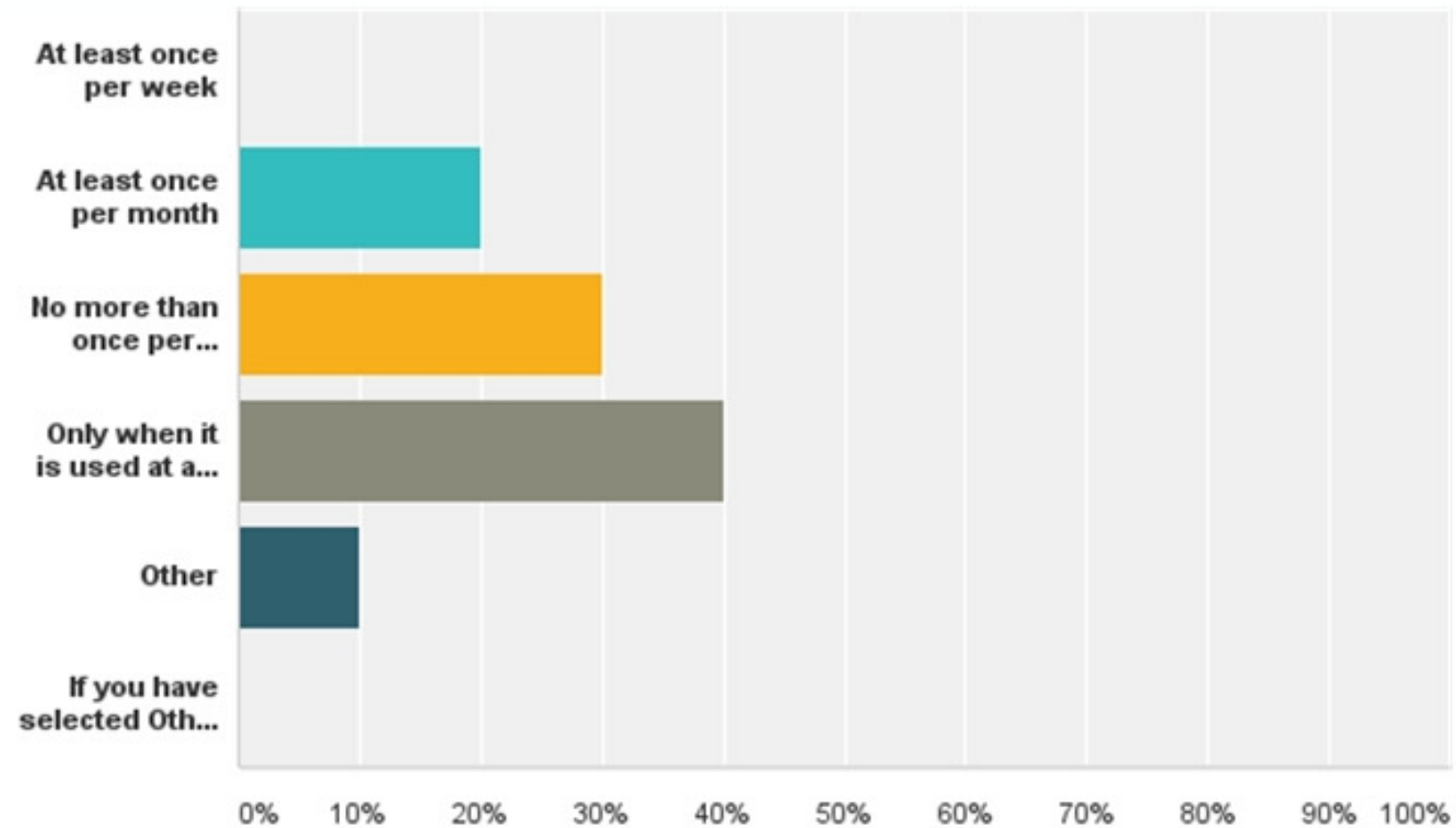
Kiosk Locations

Q1: Please indicate the locations you have found to be effective for your Touchscreen Kiosk(s).



Use of Locations

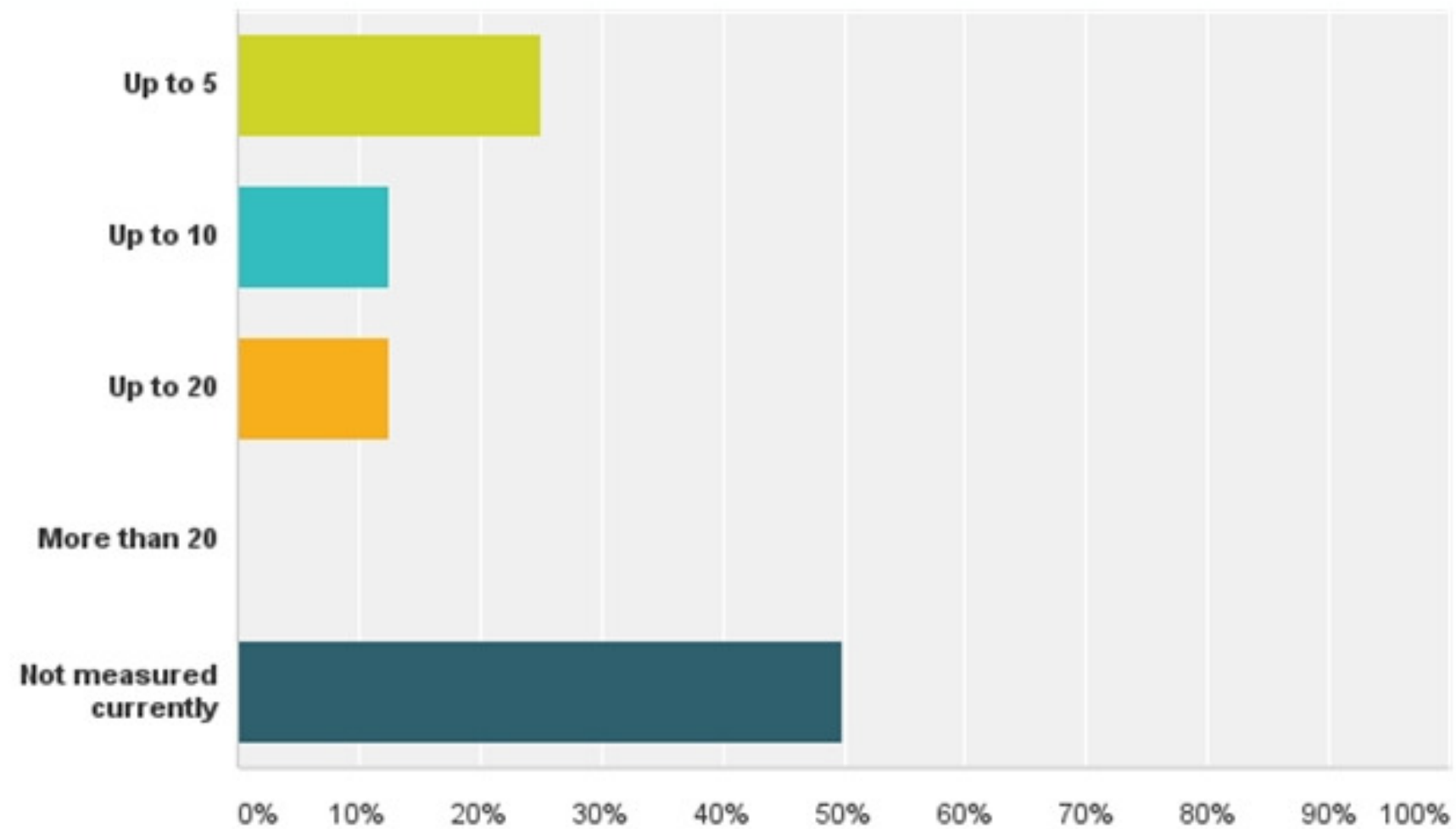
Q2: How often do you vary the location of your Touchscreen Kiosk(s)



Answer Choices	Responses
At least once per week	0.00%
At least once per month	20.00%
No more than once per quarter	30.00%
Only when it is used at an offsite event	40.00%
Other	10.00%

Lead Generation

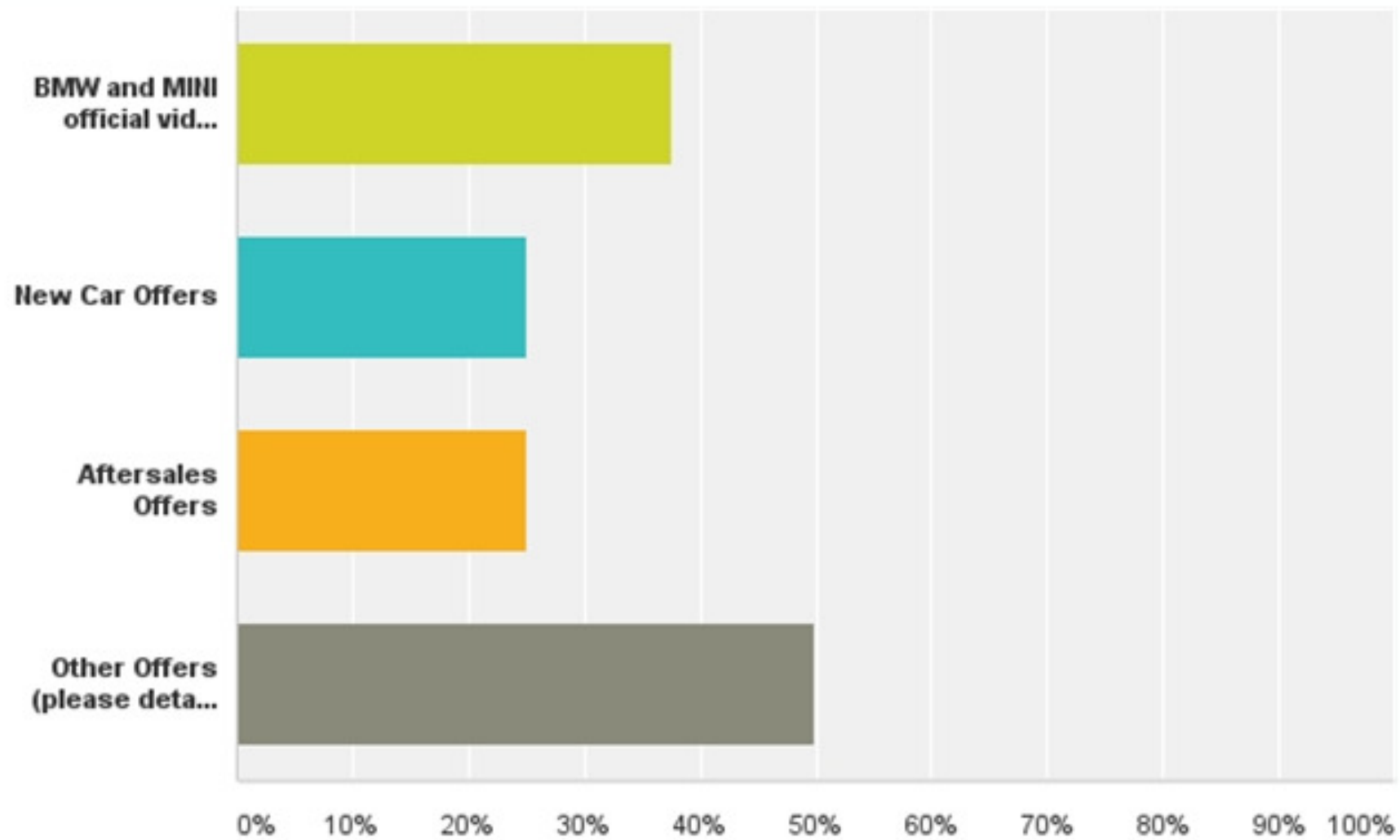
Q3: How many BMW AUC enquiries can you attribute to being generated each month by your Touchscreen Kiosk(s)



Answer Choices	Responses
Up to 5	25.00%
Up to 10	12.50%
Up to 20	12.50%
More than 20	0.00%
Not measured currently	50.00%

Additional Communications

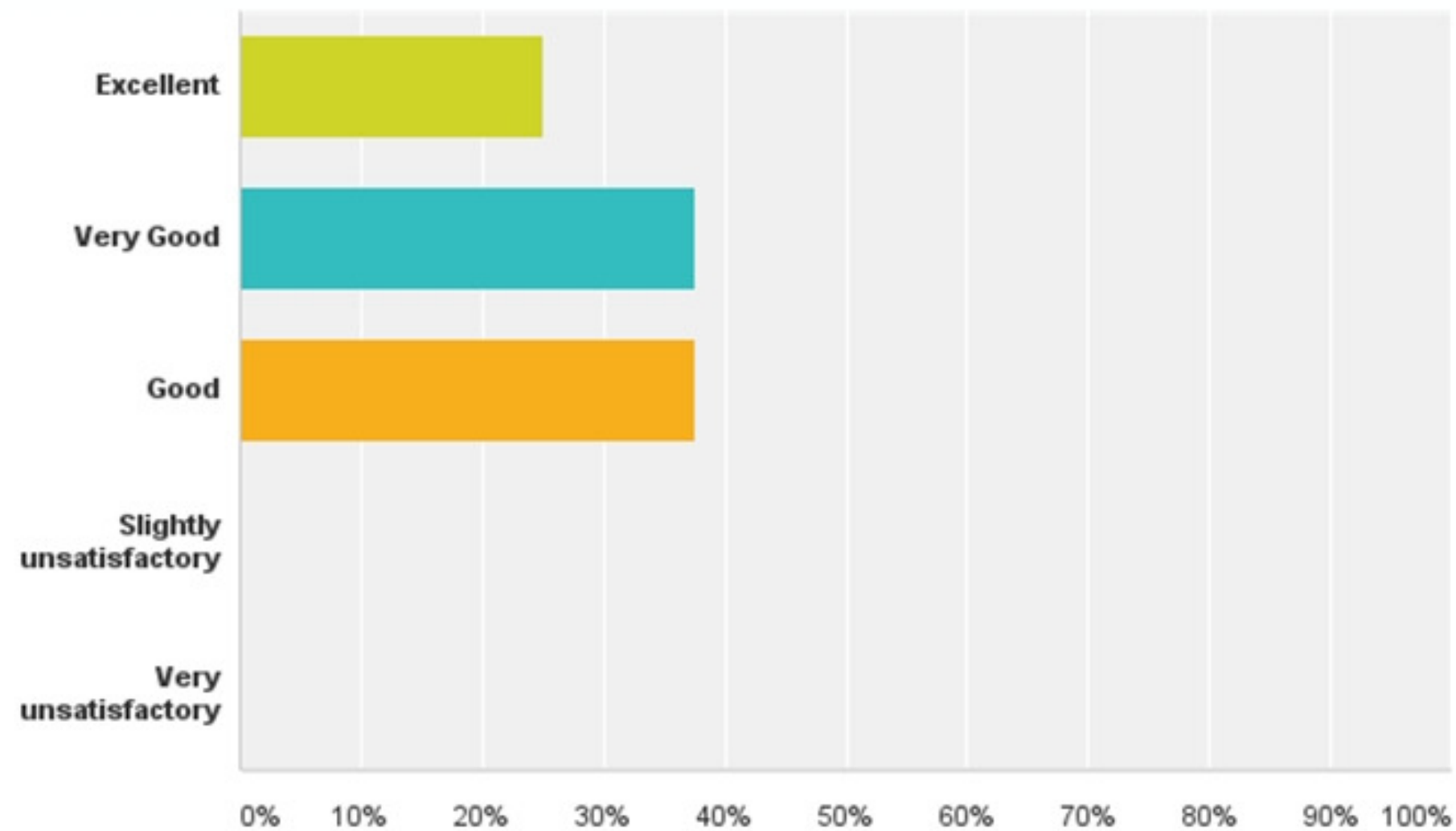
Q4: Regarding the use of your Touchscreen Kiosks for additional promotions, which do you use regularly?



Answer Choices	Responses
BMW and MINI official video of new models or events	37.50%
New Car Offers	25.00%
Aftersales Offers	25.00%
Other Offers (please detail below)	50.00%

Visionpoint Service Level - 1

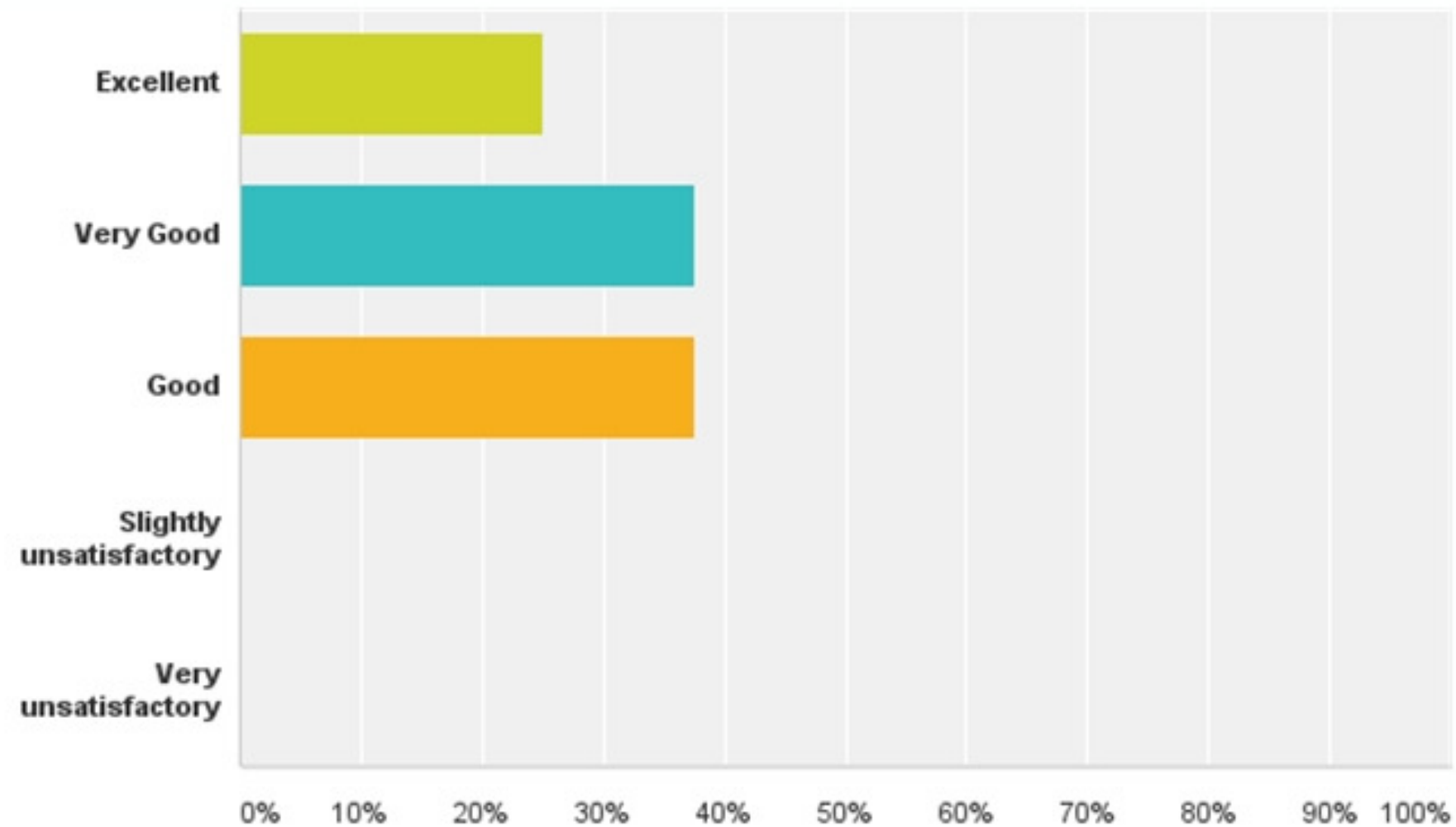
Q5: Regarding the delivery and set-up process of your Touchscreen Kiosk. How would you rate the quality of service from Visionpoint Technologies?



Answer Choices	Responses
Excellent	25.00%
Very Good	37.50%
Good	37.50%
Slightly unsatisfactory	0.00%
Very unsatisfactory	0.00%

Visionpoint Service Level - 2

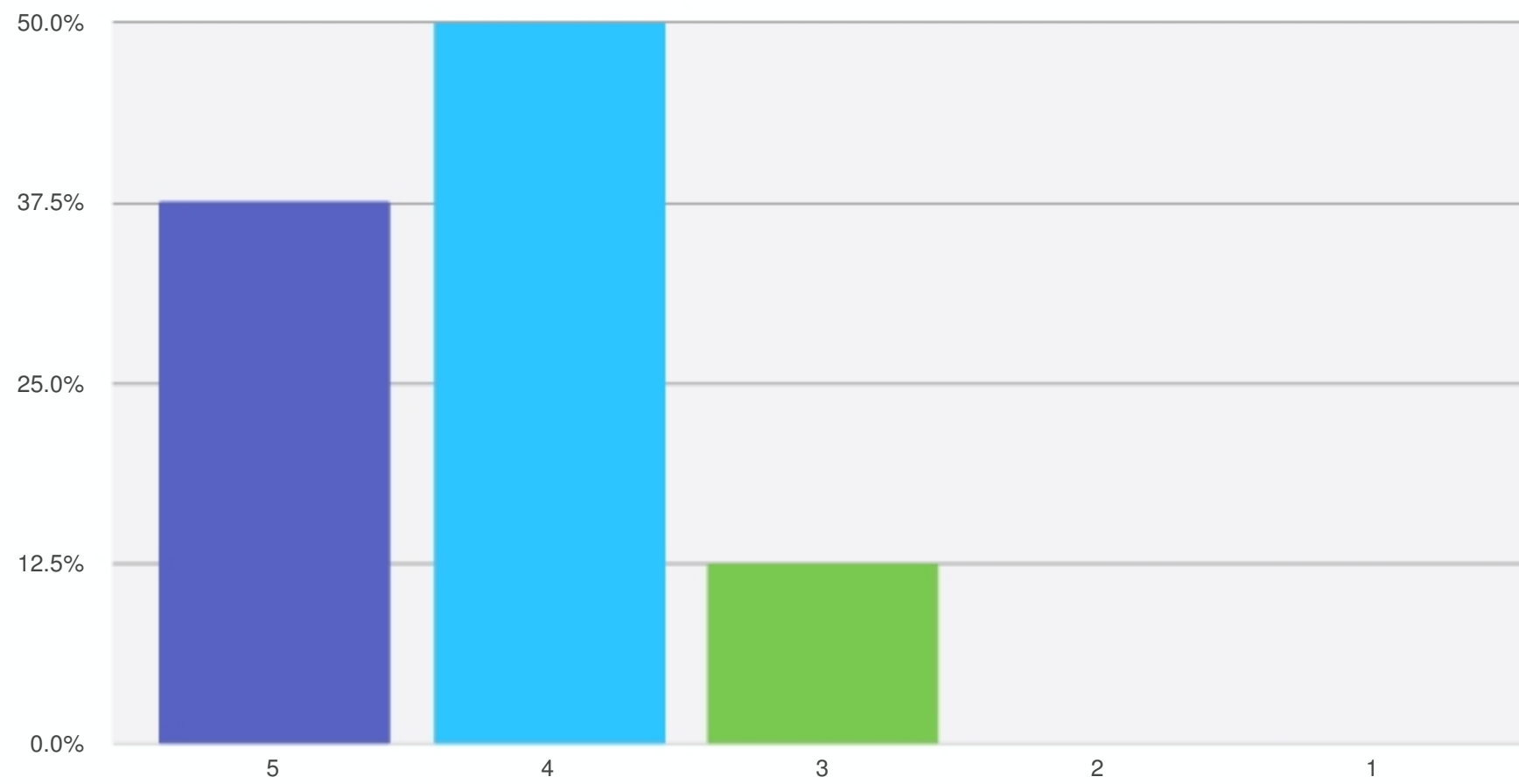
Q6: Visionpoint provide a daily update of your BMW and MINI AUC Stock. How would you rate the speed and accuracy of the data feed?



Answer Choices	Responses
Excellent	25.00%
Very Good	37.50%
Good	37.50%
Slightly unsatisfactory	0.00%
Very unsatisfactory	0.00%

Endorsement Rating

Q7: On a scale of 1-5 with 5 being the most positive, how likely is it that you would recommend Touchscreen technology to automotive partners and networks?



Survey Summary

- The most successful users ensure a regular rotation of location
- Kiosks provide consistent enquiry generation
- Visionpoint CSI rating between Good to Excellent
- >80% of customers would strongly recommend these products to their peers