

## **RiverFront Chrysler, Dodge, Jeep, Ram Launches Savings Card Program with NCompassTrac**

*When it comes to purchasing, services or leasing a vehicle, customers expect the best from their dealership. Second only to purchasing a home, buying and selecting a vehicle is one of the biggest financial decisions people make.*

North Aurora, Illinois ([PRWEB](#)) March 25, 2016 -- RiverFront recognizes this and has modeled its approach to customers to reflect that. In addition, it gives back to clients through its aggressive Savings Card programs. "We are pleased to honor our customers with a Savings Card that represents real monetary value to our customers," states Paul McSkimming, General Manager of RiverFront. "Through use of this card, our customers can pull real cash from it to assist in the payment of any services we offer. Since we load a significant dollar value on it, it's truly the gift that keeps on giving," according to McSkimming.

Since the NCompassTrac customer retention and rewards technology was designed to accommodate programs such as these, deployment and roll out is made simple. There is no software or on premise servers required. The solution is cloud based and, with the flip of a switch, can be a premium dealership Points based Rewards platform or a Savings Card engine that tracks expenditures and forwards cash to customers. "Some dealerships actually offer both Rewards points and Savings Card cash using our hybrid mode," states Zach Lyons, Vice-President Sales, NCompassTrac. "This provides maximum flexibility in our offerings to accommodate and ever changing customer experience."

The program roll out is under way and is available to existing and new customers alike.

### **About RiverFront CDJR:**

Located in North Aurora, Illinois - RiverFront's value system states that all good relationships are founded on trust and integrity. Further to that is the belief that every customer represents an important relationship that is highly valued by each and every one of our employees. With a casual, no pressure environment comes trust and a family feeling that you are always welcome and will be treated fair and promises a better buying experience.

### **About NCompassTrac LLC:**

NCompassTrac is a leading software technology company located in Laguna Hills, California, with over 60 years of expertise in enterprise software that builds advanced mobile, wireless and cloud based products.



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