

NCompassTrac Releases the KickStart Photo Experience Product at NADA

In a continued effort to bring value in doing business with brick and mortar dealerships, NCompassTrac has created the KickStart Photo Experience product for customers who are onsite and looking to purchase one of the brands represented.

Las Vegas, Nevada ([PRWEB](#)) April 02, 2016 -- Through the use of the product, anyone at the dealership can take a photo of the customer with either a green screen background or in the vehicle of their choice. The green screen photo allows the dealership to have pre-packaged custom background frames that put that customer anywhere from the Alps to the beaches of Monaco in the vehicle of their choice. This in turn is posted to social media sites such as Facebook, Instagram, Twitter or email with the chosen theme.

“With the customer expectations shifting to one of ubiquitous social and mobile presence, coupled with a lower average age of consumer, dealerships that can offer a customer centric holistic social enabled experience will simply generate more sales revenue” states Caleb Halford, Director of Mobile Technologies. Marketing studies have revealed that consumers want to “feel” and “envision themselves” connected with a brand. To take that a step further, and allow them to get that out in front of their friends and followers in the social networked world gives them the chance to be viewed in the way they want to be perceived. In the end, this all translates into a premium experience that is ultimately measured by purchase volumes.

About NCompassTrac LLC, 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 computing solutions for the Automotive, Power Sports and Event markets that make a positive economic impact on the way companies work.

About NADA, The NADA Convention & Expo is the automotive industry event of the year and the world's largest international gathering place for franchised new-vehicle dealers. The convention offers dealers a rare chance to meet face-to-face with executives of major auto manufacturers and features hundreds of exhibitors showcasing the latest equipment, services and technologies and dozens of workshops with the industry's best trainers.



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