

Insignia redefines visual innovation launching 3,500+ vehicle configurators for the automotive industry

Vehicle personalization sales within the dealership driven by visual engagement and process

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/EINPresswire.com/ -- Insignia Group LC, leading providers of accessory sales process consulting and vehicle personalization software launches 3,500+ vehicle configurators. Delivering a 3-dimensional user experience, prospective car buyers may visualize accessories on the vehicle, in the dealership. This latest software upgrade improves the vehicle presentation with enhanced sensitivity to lighting, perspective, body line shadowing, color selection, reflective glass, and the appearance of [window film applications](#).



"Today's new car dealerships are using Vehicle Personalization as a driver for customer satisfaction (CSI) through a better car buying experience," says David Stringer, Insignia Group President. "We continue to invest and advance our visualization technology to make buying a car unique and fun."

Concurrently, Insignia is redeploying enhanced accessory renderings for appearance on the vehicles. Supporting in excess of 87,000 unique parts that represent over 10.5 million unique applications, the Insignia [patented configurator](#) build technology enables unparalleled deployment efficiencies and quality, benefiting the Insignia customer.

"The new configurators allow for rapid application of parts [accessories] across both brand and model. Insignia is the first to deliver a scalable solution which is critical in supporting almost 2-dozen brands and over 1,000 new car dealerships." says James Brooks, Insignia Group Vice President of User Experience. "Leveraging 3-dimensional model imaging for both the vehicle and

configurable accessory delivers a consistent visual experience.”

About Insignia Group:

Insignia Group is the innovator and industry leader of accessory sales process consulting and configurator software. Insignia drives exceptional vehicle personalization sales training, configurator software, continual leadership and process improvement to the automotive industry. These core deliverables improve the customer experience, increase customer satisfaction, reduce sales staff turnover and maximize profits. Insignia currently supports 18 vehicle brands, serves dealerships nationwide and its software solution manages the fulfillment of nearly \$60.3 million in accessory sales transactions annually. For more information, visit www.InsigniaGroup.com.

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