

myKaarma and MDL autoMation Announce Partnership and Integration

Partnership enhances customer interaction with auto dealer service customers, boosting sales and retention

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[/EINPresswire.com/](http://EINPresswire.com/) -- [myKaarma](#), the cloud based [conversational commerce](#) software that's revolutionizing the auto service industry and [MDL autoMation](#) (MDL – formerly MyDealerLot), a leader in RFID and License Plate Recognition (LPR) technology, today announced a partnership and integration to help streamline and improve the auto service customer's experience. The integration pairs myKaarma's internal and customer-facing messaging with MDL's automated arrival technology to help auto dealers further improve communication and interaction with service customers.



“MDL continues to partner with leading companies that provide high-value technologies to auto dealer sales and service operations. Our integration with myKaarma uses our award-winning Service Drive Concierge™ platform to message a variety of events (customer arrival, vehicle wash, loaner returns) using RFID or License Plate Recognition Technology directly to myKaarma to enhance the service customer's experience to increase sales and retention,” said George Cresto, MDL Founder and CEO.

As soon as a customer pulls into the service drive MDL transmits the VIN to the myKaarma system and a message is immediately sent to the assigned service advisor, notifying them that a customer has arrived. If desired, a message can also be texted to the customer welcoming them to the dealership. myKaarma can also send a message to the customer when their vehicle is completed in the car wash. Additionally, a message can be sent to the service department when a customer returns with their loaner. This improves communication and interaction with service customers as well as the overall speed and efficiency of the service transaction, resulting in happier customers.

“Responsiveness, helpfulness and engagement are more important than ever in retaining today's customers. If it is not a fast, pleasant and easy experience for service customers when interacting with your dealership, the customer will go elsewhere,” said Ujj Nath, CEO of myKaarma. “We designed our platform to be the cleanest channel that connects customers with the dealer. Our integration with MDL further improves how dealers can interact with and maintain good communication with their customers, ensuring improved CSI and higher profits, Nath added.

For more information, or to schedule a product demonstration, visit www.mdlautomation.com or www.mykaarma.com

About MDL autoMation: (MDL)

Formerly known as MyDealerLot, MDL is the country's leader in providing process improvement through Instant Guest Recognition & Messaging using Radio Frequency Identification (RFID) technologies and now LPR technologies. MDL systems are installed in leading U.S. dealerships enabling a 'Ritz Carlton' level of service, increased customer retention, improved CSI, and sales opportunities. MDL's Bluetooth beacon solution Bloodhound™ and RFID Zonal Tracking enable complete asset tracking of both Service and Inventory vehicles. MDL's web-based Dispatch Master effectively manages the movement operation of guest or inventory vehicles. See www.mdlautomation.com for more information.

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About myKaarma:

myKaarma is a conversational commerce software company for automotive dealerships that focuses on enhancing the retail service department experience. myKaarma's platform gives dealers the ability to offer their customers 21st Century technology through digital conversations and smart payment systems. myKaarma was named as an official communications and payments partner for Mercedes-Benz USA.

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