

# TruVideo listed as a top company to watch in 2021 by Automotive Ventures

TruVideo was listed as one of the top 8 companies to watch in Automotive Ventures' Intel Report January 2021 Newsletter.



TruVideo creates transparency. Transparency builds trust.

WELLESLEY, MASSACHUSETTS, USA,  
January 15, 2021 /EINPresswire.com/ --  
2020 proved to be a year of

tremendous growth for [TruVideo](#) with

now over 5 million video views by their customers. Currently featured in the "Companies to Watch" section of [Automotive Ventures](#) January Intel Report, TruVideo has fixed the communication chain between the dealership and the customer by allowing dealers to virtually

bring customers into the service area to see what the technician sees. Combine this with other mobile-friendly TruVideo products and the performance stats speak for themselves:



Our mission has never wavered from supporting dealers in the transportation industries by providing an easy to use communication platform to finally overcome the trust barrier."

*Joe Shaker - CEO and Co-founder of TruVideo*

- \* 10-20% Increase in CSI
- \* 500+ Average Videos Viewed per Month
- \* 15-20% Increase in Parts Sales
- \* 15-30% Improvement in Customer Pay Labor
- \* Accelerated Customer Responses

What is the Automotive Ventures Company to Watch Criteria?

Steve Greenfield evaluates and speaks with automotive companies each month and develops a list of organizations that he believes are the most interesting and innovative. He looks for the ones that provide solutions to real problems for car buyers and the industry. He then shares his insights in the monthly Automotive Ventures Intel Report.

"Solutions that help dealers engage and build trust with their customers are more important than ever, especially at a time when remote connectivity is a must," says Steve Greenfield, founder, and CEO of Automotive Ventures. "Video and text capabilities, like those that TruVideo provides, are a great way to reach new and existing customers while improving CSI in the

process. It is for this reason that we recognized TruVideo as an Automotive Ventures Company to Watch."

Automotive Ventures aims to support the success of automotive entrepreneurs, businesses, and investors. They do this as a publication broadly referenced to share current industry [news](#), an overview of the automotive technology ecosystem, with in-depth segments, company profiles, and a summary of M&A and investment activity.

Joe Shaker, CEO, and Co-founder of TruVideo responded to the announcement,

"We are flattered to be recognized by a respected publication like Automotive Ventures that is well known for their dialed-in information on technology in our industry. We have kept our heads down and have been growing very rapidly. Our mission has never wavered from supporting dealers in the transportation industries by providing an easy to use communication platform to finally overcome the trust barrier while simultaneously growing our dealers Sales and Service revenues and CSI."

TruVideo is mentioned alongside these other companies: Dealerwing, NemoData, ParkMyFleet, Traver Connect, Tecobi, Strolid, and Monk Vision.

### About TruVideo

TruVideo is a video-first texting platform to improve customer experience and increase sales and service revenue by communicating transparently. TruVideo's platform offers streamlined service inspections, sales walkarounds, estimates, internal chat, approvals, and payments. This revolutionary platform fixes the communication chain between the dealership and the customer by connecting through personalized videos, texts, and mobile-friendly features. With all these

The infographic is titled "COMPANIES TO WATCH" and lists eight automotive technology companies. Each company has a logo, a website URL, and a brief description of its services and benefits. The companies are arranged in two rows of four. The bottom of the infographic features a red banner with the text "CONFIDENTIAL MATERIALS PROVIDED BY AUTOMOTIVE VENTURES, LLC © 2021" and social media icons for LinkedIn, Twitter, and Facebook. A page number "34" is visible in the top right corner.

Company	Website	Description
DEALERWING	<a href="https://dealerwing.com/">https://dealerwing.com/</a>	Service retention marketing creates specific, targeted campaigns that drive traffic, and simultaneously and consistently purges the dealer's database. Dealers experience strong ROI and cut costs by reducing extraneous and duplicate marketing efforts.
NEMODATA	<a href="http://www.nemodata.ai">www.nemodata.ai</a>	Works with Fortune 500 enterprise fleets, telematics companies, Tier 1 suppliers, and OEMs to provide data driven, dynamic maintenance schedule specific to each vehicle; eliminates catastrophic roadside breakdowns and increases fleet capacity by 150%. Earning additional \$5,000 per truck, every year.
PARKMYFLEET.COM	<a href="http://www.parkmyfleet.com">www.parkmyfleet.com</a>	Provides fast and scalable solutions that can expand or contract based on parking and storage needs. Real Estate partners have footprint in every US market and major metro. Thousands of acres in our inventory and can "flex" to accommodate vehicles for as little as 30 days or up to 5 years.
TRAVER CONNECT	<a href="https://traverconnect.com">https://traverconnect.com</a>	Outsourced Service BDC. 100% of calls answered; pre-sell recommendations made, and increase in appointments. All contribute to absorption, increases in average RO, and CSI. Turns the service BDC into a profit tool, not an expense. 100% self-funding; increases the service dept top and bottom lines.
TECOBI	<a href="http://www.tecobi.com">www.tecobi.com</a>	Provide advanced communication and advertising solutions for auto dealers. Take control of your dealership's SMS/Text conversations and increase response rates to direct mail and other forms of advertising.
STROLID	<a href="http://www.strolid.com">www.strolid.com</a>	Dealers can outsource their BDC/Call Center while improving response rate, close rate, sales and customers satisfaction all while reducing costs.
truvideo	<a href="https://truvideo.com/">https://truvideo.com/</a>	Video communication platform that allows dealers to virtually bring the customer into the service area and see what the technician sees. Service customers typically see increased revenue of between 15%-25% through transparency and trust.
MONK	<a href="https://monkvision.ai/">https://monkvision.ai/</a>	Creating trust between buyer and seller whenever an item changes hands, thanks to AI & computer vision. Detects damages on any vehicle from photographs. Delivers solution for a fraction of the traditional price.

## Companies to Watch in 2021 - Automotive Ventures Intel Report



TruVideo helps customers see and understand better.

features and the enhanced reporting on customer engagement and real-time sentiment, no product is as comprehensive as TruVideo.

#### About Automotive Ventures

Automotive Ventures is the resource for automotive technology entrepreneurs and financial and strategic acquirers. The company, founded in 2014 by industry veteran Steve Greenfield, offers fundraising, growth strategy, and transaction guidance. Visit [www.automotiveventures.com](http://www.automotiveventures.com) for more information.

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