



Affinitiv Announces the Next Generation of the TimeHighway Service Scheduling Solution

Version TH V6.0 of the best-in-class TimeHighway Service Scheduling Solution offers a completely new user interface greatly enhancing both customer and dealer experience.

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Affinitiv (www.Affinitiv.com) announced the roll-out of its upgraded V6.0 service scheduling solution today to dealers nationwide. This next generation scheduling tool features increased flexibility and customization to help dealers drive even more revenue to their service departments.

“We were looking to make it easier for dealers to customize their service scheduling capabilities, instead of providing a one-size-fits-all approach. Now dealers can filter appointment books by mileage, display dealership amenities, customize colors for each dealership’s website and highlight select time slots for discounts and other offers,” said Karen Dillion, EVP of Service Scheduling for Affinitiv.

In addition to these new enhancements, dealers also have the ability to better manage their Express Service totally separate from their main shop. The new feature allows for setting specific criteria for each entity. For example, Express Services mileage could be set at 0-29,000 miles, so only Express appointments can be scheduled for vehicles with less than 29,001 miles.

Customers will be able to use Quick Appointment and login by telephone number or by social media login, avoiding the need to keep track of additional passwords. This latest V6.0 version is proving to be an effective tool in providing 24/7 access to customers, while providing them the ultimate in convenience. When it comes to customer retention for service, offering convenience is key. For more information regarding TimeHighway, please visit www.TimeHighway.com.

Affinitiv is a leading marketing technology company exclusively serving automotive manufacturers (OEMs), dealership groups, and individual dealers. Affinitiv enables its customers to produce, manage, measure, and optimize multi-channel communications to drive brand loyalty and increase revenue across the dealership. Affinitiv’s digital and analytic capabilities offer an end-to-end solution that supports a consistent experience across the entire consumer lifecycle. Affinitiv was formed through the strategic combination of DPS, Peak Performance, OneCommand, and TimeHighway.com. Affinitiv is headquartered in Chicago, IL. For more information about Affinitiv, please visit www.Affinitiv.com.

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