



CZECH CAR DEALERSHIP INTRODUCES AMBIENT SCENTING

Dolak is a Toyota dealership with 5 locations in the Czech Republic. Toyota is one of the largest auto manufacturers in the world with retail locations globally



PLEASANT AMBIENT SCENT MADE PEOPLE MORE HELPFUL. AMBIENT SCENTING CAN IMPROVE YOUR EMPLOYEES' CUSTOMER SERVICE PERFORMANCE, AND YOUR CUSTOMERS' PERCEPTIONS OF THEIR SERVICE.

Rensselaer Polytechnic Institute





THE CHALLENGE

Dolak is committed to providing an excellent shopping experience for their customers and was looking for ways to elevate and maintain a high standard of customer service.

THE SOLUTION

In June of 2016 Dolak Toyota introduced our scenting services. Machines were installed to scent the sales floor in each of the 5 dealerships. Three AQ1270s and two AQ570s. "Soothing Vanilla" fragrance was chosen to represent the brand.

THE RESULTS

By adding scenting to their dealerships Dolak has elevated their standard of customer service and improved their customers' shopping experience.

HIGHLIGHTS

- THE "SOOTHING VANILLA" FRAGRANCE WAS CHOSEN FOR THE BRAND. THREE AQ1270 AND TWO AQ570 DEVICES WERE INSTALLED.
- ADDING AMBIENT SCENTING TO A RETAIL AREA CAN VASTLY IMPROVE CUSTOMERS' SHOPPING EXPERIENCE.



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ATMOSPHERIC SCENT SOLUTIONS