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PRESS RELEASE
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MyStar Shows Off New “Live Assist” App at 2014 Agent Summit

Dallas, TX–(March 4, 2014) MyStar, the only provider of a dealer branded personal assistant service in the automotive industry, announced it would be exhibiting at the annual Agent Summit held in Las Vegas, Nevada. MyStar continues to enjoy tremendous growth and expansion as it brings its successful OEM-level program to this year’s Agent Summit.

“MyStar offers an unparalleled edge in the highly competitive automotive market,” explained Ken Ferguson, President of MyStar. “In 2013, with launch of our new ‘Live Assist’ app, our proven program provided an even greater advantage. MyStar continues to prove itself as leader in OEM and as a powerful customer sales and retention incentive.”

Dealership customers love the personal assistance service because of its versatility. They have access to live 24/7 personal assistants via cell phone, text, email or Internet. And now, with “Live Assist”, MyStar provides a convenient dealer branded personal assistant app. The customer gets the answers and tasks performed they want no matter how simple, complex, or unique. All the while, the dealer’s name is in front of their customers: building the dealer’s brand long after the purchase. Every customer is greeted personally by name. The personal assistant delivers the dealership’s customized message and at the end of each call, customers hear a customized closing with the dealers name, tagline, and slogan. By keeping the dealer’s name in front of the customer in their daily lives, MyStar helps build long-term customer satisfaction in a compelling and personal way.

Since MyStar’s personal assistance service is private-labeled with the dealership’s name, the company does all the work while dealerships get credit for providing great customer benefits. MyStar even helps upsell finance and insurance products by ‘unlocking’ customers. The service is simple to issue, and there are no up-front costs, inventory or equipment to install. Plus, the program includes unlimited texting and emails so dealers can send regular promotions and service reminders to customers at no additional cost.

For more on MyStar, see them at booth 9, during the 2014 Agent Summit, March 10-12, in Las Vegas, Nevada. You can also call 877-235-1411 or visit mystarauto.com. To register for the conference, go to agentsummit.com.

ABOUT MYSTAR

Based in Dallas, Texas, MyStar is the only provider of a branded personal assistant-based sales and satisfaction program designed for the automotive industry. The company’s exceptional people and versatile technology allow for unique private-label service for every type of dealership.

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