

Viking Announces New Mobile Site

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Viking Digital is pleased to announce a new mobile VikingRange.com site.

This new mobile site is specifically designed to fit the mobile phone screen and works on any mobile platform. When a user visits VikingRange.com from any smart mobile phone, the user is immediately greeted with the Viking logo and branded kitchen glamour shot. Also prominent is a link to the locator to allow customers to easily find a dealer or servicer. Other features of the home page include a search box and links to the Viking product catalog, the Viking Cooking School, the full VikingRange.com site, contact us and the mobile versions of Facebook, Twitter and Youtube.

This new mobile Vikingrange.com site has positive implications for potential Viking customers and Viking dealer salespeople.

Potential Viking Customers

VikingRange.com can now act as a mobile shopping assistant for potential Viking Customers that may be in the local marketplace and on a dealer floor. Access to the dealer locator shows all Viking authorized dealers in the area. Once on the dealer floor the potential customer can access VikingRange.com to see the entire Viking product catalog including images, features, specs and documents. On site access to this Viking information will enhance the customer's shopping experience.

Viking Dealer Salespeople

Viking Dealer Salespeople can encourage customer use of mobile VikingRange.com as they shop the dealer floor.

Viking dealer salespeople can also refer to mobile VikingRange.com for product information to help answer any customer questions and access dimension, spec and general product information.

Although mobile VikingRange.com is a quick, handy reference tool, dealer salespeople are encouraged to use MyVikingPlanner.com for a richer experience with the customer. As you know, MyVikingPlanner.com traditionally has been accessed on the sales floor via computers or kiosks. With the recent introduction of MyVikingPlanner.com on ipads/ tablets, Viking salespeople now have the freedom to create or manage quotes from anywhere.

Please make your customers, dealers and influencers aware of this exciting new mobile VikingRange.com site designed for customer use.

Viking continues to provide our customers and partners with industry leading digital sites to aid, enrich and enable the selling process.

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