

DECISION-DRIVEN ANALYTICS IN ACTION

See how our decision-driven analytics framework, Decision Architecture, goes beyond traditional analytics approaches to make data visual, actionable, and valuable to your business.



CAPITALIZING ON INDUSTRY TRANSFORMATION

DIGITAL AUTOMOTIVE MARKETPLACE

CHALLENGE: TRANSFORM THE AUTOMOTIVE RETAIL EXPERIENCE

The way consumers shop, trade in, and purchase vehicles has rapidly transformed from an overwhelmingly traditional dealer-based sales model toward one that puts customers in the driver's seat. The COVID-19 pandemic accelerated this trend, making an enhanced virtual shopping experience critical for customer satisfaction and dealership continuity across remote and hybrid retail environments. This evolution included providing dealerships with solutions to transact completely online, and deliver best-in-class experiences via new retail channels and fresh markets. Our client, a provider of end-to-end products that help car dealers compete in the virtual retailing space against disruptive competitors such as Carvana, wanted to know:

- What information did consumers need to transact online, and at what stage in the sales process?
- Were the client systems operating effectively and driving sales for dealers?
- Were dealers satisfied with their investment in these innovative tools?

SOLUTION: DASHBOARDS THAT DELIVER ACROSS THE BOARD

Using Decision Architecture, the team developed tools that provide two types of diagnostics: internal diagnostics for the company to optimize its offering, and external diagnostics that dealers themselves can use to analyze and adjust various levers at their disposal. For example, are there enhancements the company can make to improve the dealers' online experience on the site and boost their ROI? Is spending for marketing/advertising effectively driving traffic to the site? Once people are on the site, are they converting into customers? If they drop out before purchasing, where does that occur? Is it a problem with inventory, with credit approvals, with other parts of the transaction?

RESULTS: SALES AND SUBSCRIPTIONS SOAR

With powerful web analytics at their disposal, the company and its dealer network are able to easily interpret large amounts of customer data—and that's good for both parties. Armed with insight, the company can make adjustments that better serve its dealer customers and increase subscriptions to its services. In turn, dealers can extract more value from their investment by:

- Managing their inventory based on a better understanding of customer preferences, and
- Attracting and engaging more buyers through a desirable online experience that capitalizes on the growing demand for click-to-buy vehicle purchasing.



READY TO TURN YOUR DATA INTO ACTION?

Contact us to learn more about Decision Architecture and our 90-minute jump start workshops.