

# **AUTOMOTIVE DIGITAL MARKETING**

iPad Sales Solution for Automotive Industries

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# iPad Sales Support Tool



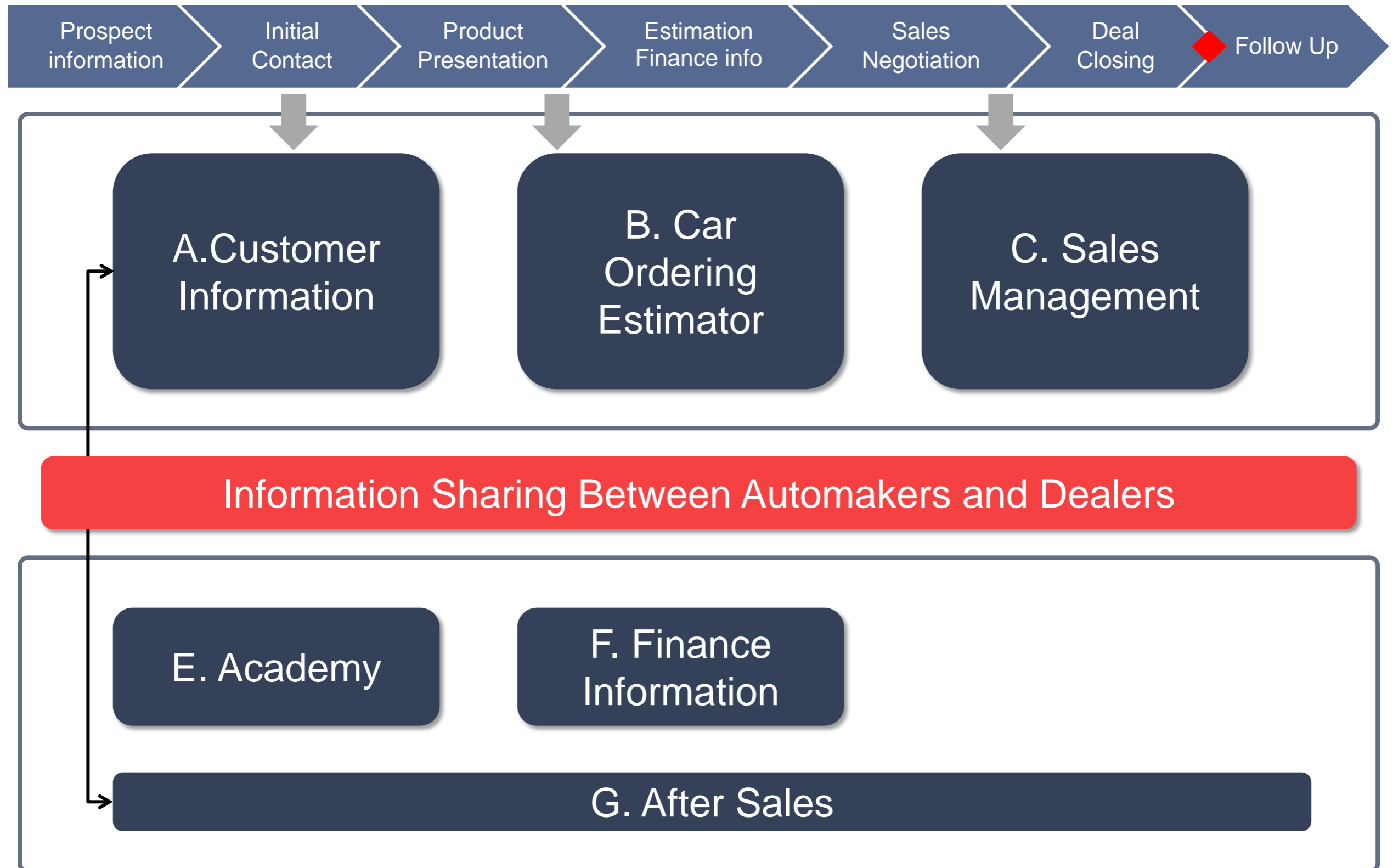
# Sales Process in Application

- Visualization of sales process
- Visualization of sales information
- Simple and effective operations

- Process Improvement
- Productivity Increase
- Enhancement of Sales Management

- Increase deal closing
- Archive process efficiently
- Increase customer satisfaction
- Increase brand image

# Auomotive Sales Process

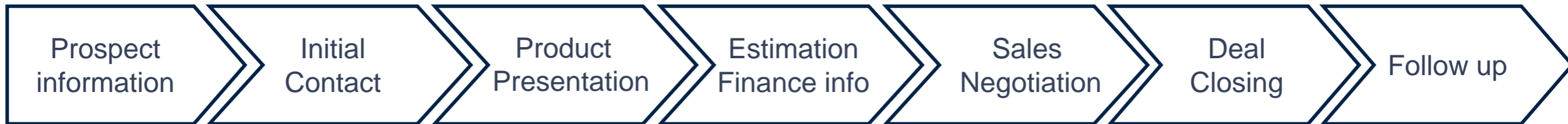


# Retail Process in Application



## Prospect

Loyalty Lead Management



- Customer (new or used)
- Prospect
- New prospect

- Customer information
- Digital Questionnaire

- Digital catalog
- Car Configurator
- Promotion video

- Price simulator
- Loan simulator
- Stock availability

- Register status
- Estimate
- Test drive

- Register status
- A Hot
- B Hot
- C Hot
- Order
- Delivery
- Lost

- Register customer information
- Call customer
- Visit customer

## Repurchase for customer for service



- Customer (new or used)

- Customer information to sales dept.

- Digital catalog
- Car Configurator
- Promotion video

- Price simulator
- Loan simulator
- Stock availability

- Register status
- Estimate
- Test drive

- Register status
- A Hot
- B Hot
- C Hot
- Order
- Delivery
- Lost

- Register customer information
- Call customer
- Visit customer

# Application Features Example



## Model Status

- Inventory
- Ordering Status

## Model Lineup

- Configurator
- Catalogue
- Accessory
- Guided Tour

## Finance Information

- List Price
- Price simulator
- Loan simulator

## Sale Support

- Recommendation
  - Sales Status
- Test drive reservation
  - Appointment

## Academy

- Product Information
  - Sales Training
- Competitor Analysis

## After Sales

- Car inspection
- Service/Maintenance
  - CRM
  - FAQ

## Customer Database

- Customer Profile
- Customer Status
- Contact History

## Information

- News
  - Dealer Info
- Event & Champaign

# Deployment Image

## Real-time Inventory Information Between Automakers and Dealers



### **AUTOMAKER**

- Provide car configuration system with pricing information to dealers
- Share configured car image of models in stock with dealers .

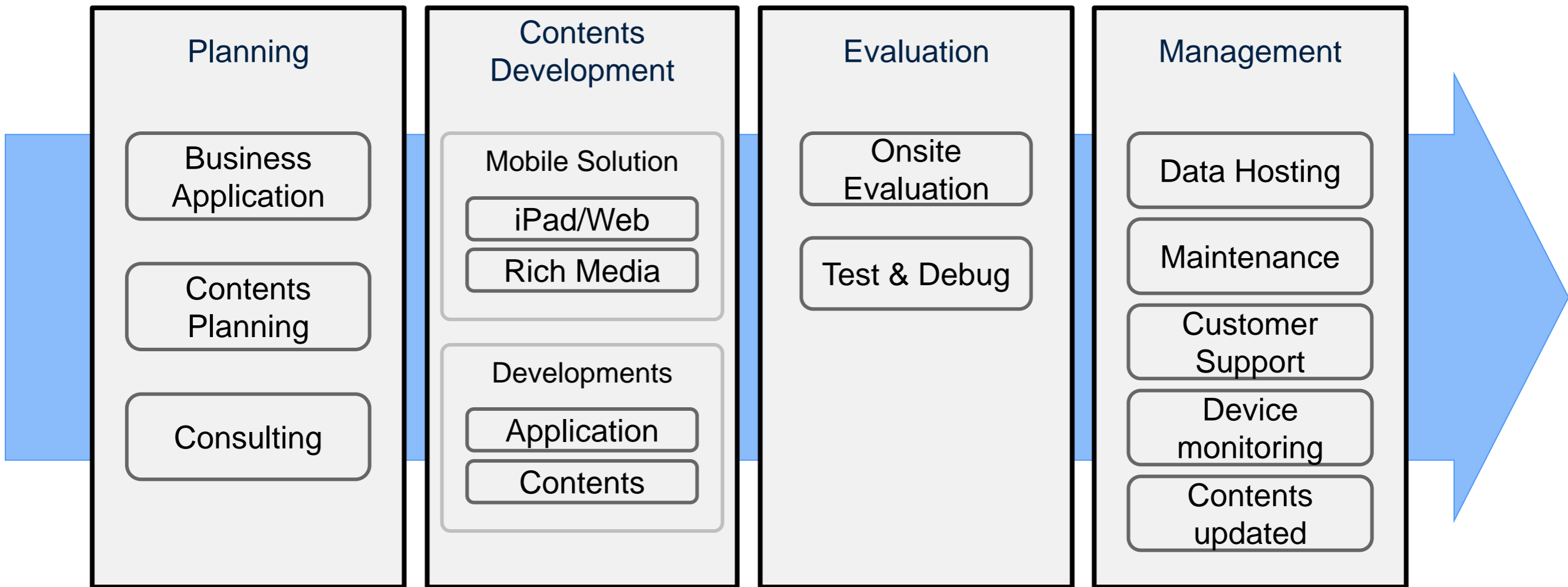
### **DEALER**

- Show visual image using configuration system to customers
- Update dealer stock information to be shared with Automaker and other dealers on line

### **CUSTOMER**

- Enable customers to visualize image of cars for quicker decision

# Implementation Plan





**THANK YOU !**