

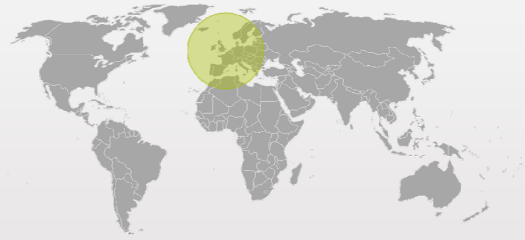
CASE STUDY:
AUTOMOTIVE RETAIL
WEBSITE SYSTEM



EXECUTIVE SUMMARY

CLIENT: Automotive OEM

SCOPE: European Roll-Out



CHALLENGE

Providing thousands of dealers within Europe with an individual website. The dealer websites have to be a lead generation engine - a perfect means to leverage their online business. Websites must be easy to roll-out and edit for retailers to get acceptance.

SOLUTION STRATEGY

Rapid visual development process with help of an adaptable pilot of the website for a single dealer. Day CQ based content inheritance system from wholesale to retail. Development of direct connectors between retail websites and dealers' CMS systems. Development of an advanced roll-out generator.

BENEFITS

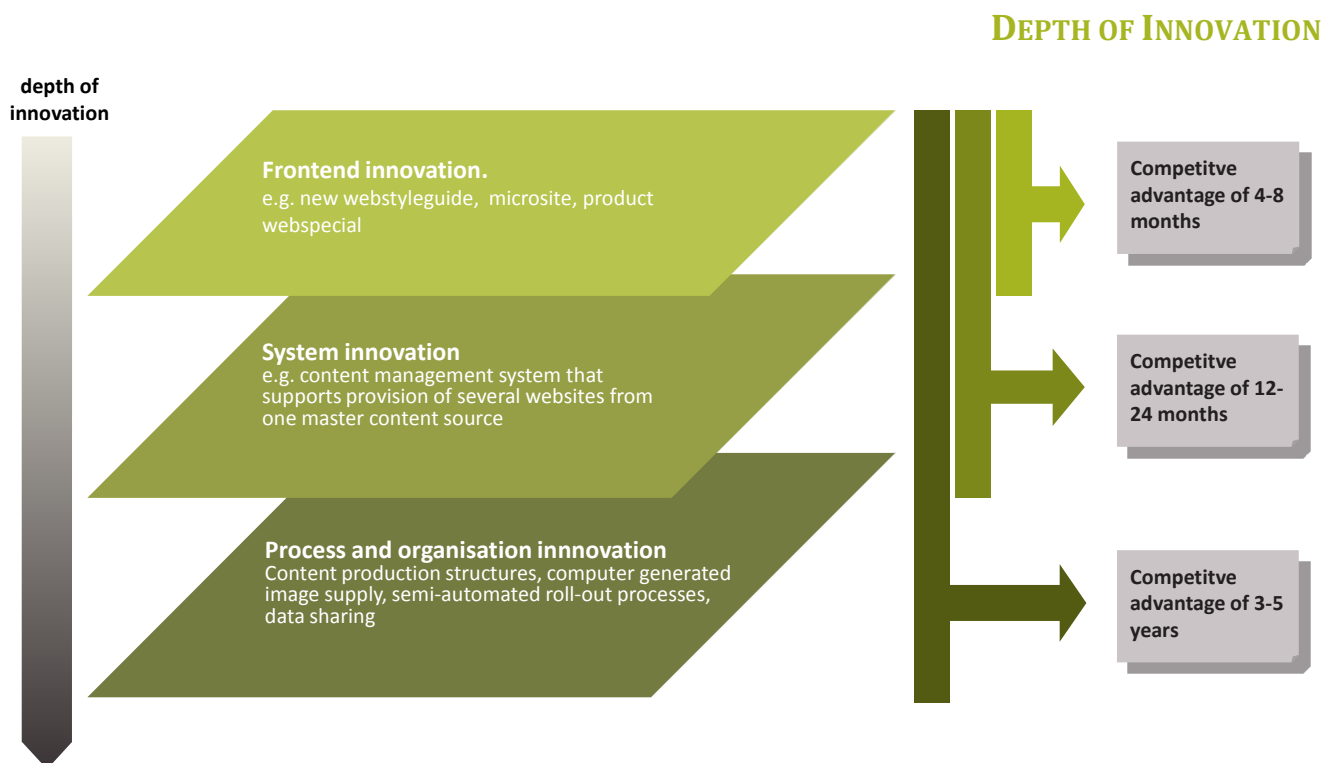
- Extremely professional appearance due to an almost complete content inheritance from market website
- Retailer can easily adapt single pages with a WYSIWYG content management system
- Automatic roll-out: Several hundred retail-websites per market rolled-out with Day CQ in a few weeks' time
- Huge increase in the conversion of leads and sales



OUR PART

- ▶ Scoping
- ▶ Requirements engineering
- ▶ Information architecture
- ▶ Template development
- ▶ Development and roll-out support for pilot website
- ▶ Development of retail formats and roll-out strategy
- ▶ Project marketing presentations

KEY STRATEGIES & CONCEPTS IN DETAIL



Pure frontend innovations in most cases can only provide a short lived competitive advantage. They are easy to copy and reverse-engineer. Innovations on the deeper system level and processes inside of the organization lead to a longer lasting strategic edge. In this particular project the competitive advantage to all major automotive brands could be held up for as long as 5 years.



CONTENT AND PROCESS-INHERITANCE

A retail website feeds from two main sources: manufacturer generated contents and processes and retail driven sales contents. For this project, we have developed a custom process- and template system on the basis of Day CQ CMS. A system, that allows for branch inheritance of OEM-Content down to single retail websites in real time:

A change in the market website is instantly reflected on hundreds of retail websites - the content inheritance system provides for a transition of the professional and high-grade appearance of the market website to all retailers. Additionally, separate trees and branches allow for custom and easy editing of retailer content through a WYSIWYG content management.

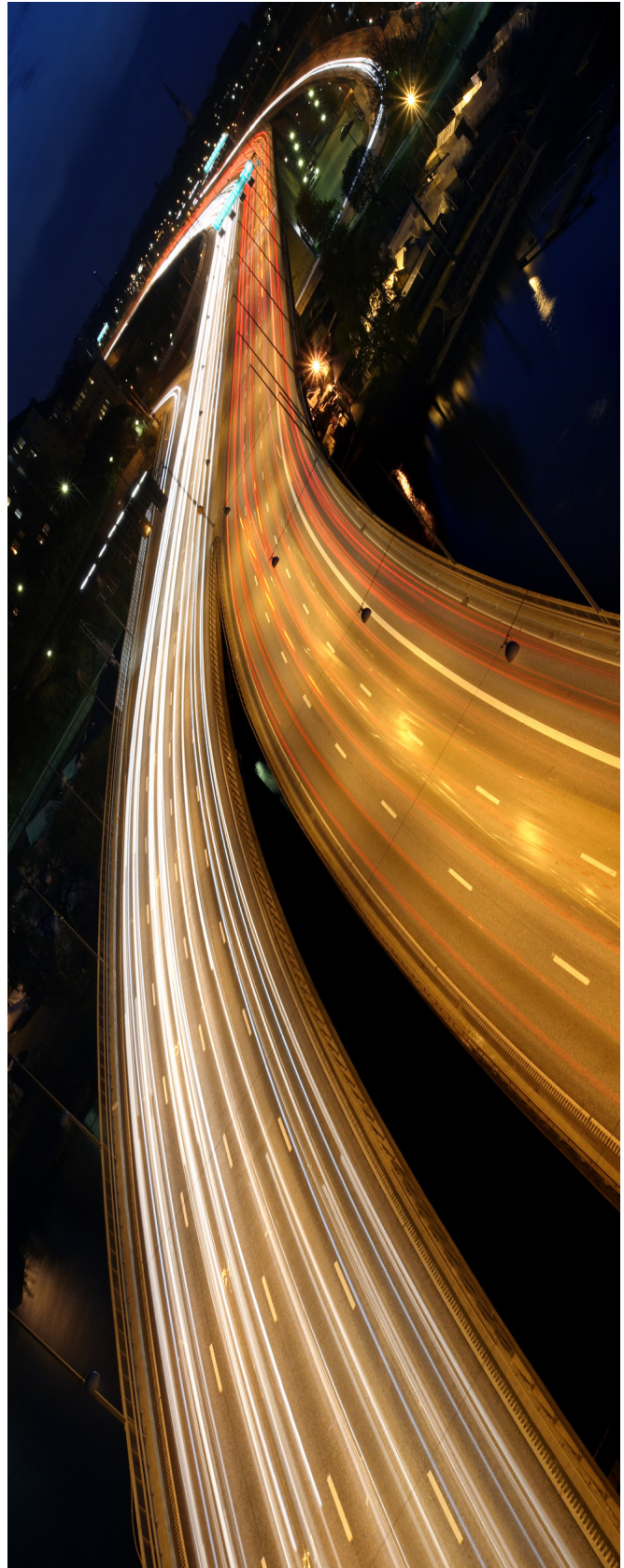
CONVERSION RATE OPTIMIZATION / PERFORMANCE MANAGEMENT

Starting point of the performance management is a sales-level-spanning Analysis of the current and customer desired sales funnel. The basic website structure provides for a seamless transition from lower value to higher value contacts: from website visitor to process user, from process user to prospect customer or lead etc.

Conversion rates are measured at the transition points and tested and optimized using recurring A/B-usability tests of the pilot application. This form of performance management reaches over to the whole retail structure even after roll-out of the main website. In the retail projects itself we have reached tremendous increases in conversion rates massive optimizations of processes in all transition points from the ground up. This way, the amount of leads and sales generated by the website could be multiplied.

LIVING PILOT

Very shortly after project start the website has been implemented on a very fluid IT-architecture and rolled out at one specific retailer of the manufacturer. This live pilot allowed us to do live tests of changes and improvements of single branches and the complete website. The A/B-testing provided measurable results for each change. The pilot website itself was indispensable in internal corporate communication and retail communication. The visible pilot website and measurable success led to virtually all retailers embracing the new technology and changing their web presence to the new retail system.





AUTOMATIC ROLL-OUT

When you want to roll out hundreds or thousands of retail websites, you won't get far doing it by hand. An automated roll-out uses data from the dealer administration systems of the manufacturer to fill the retail website. The retail website can then be generated completely automatically with all appropriate information like name of the retailer, location, contact information and imprint, opening hours, generic contents and processes like vehicle search or service.

The whole process does not even require any action from the retailer himself to go live. Nevertheless, the retailer can adapt the website to his own needs with custom content if he wishes to do so.

**Generate Dealer-
Websites with
no effort.**

Through use of automated Roll-Out-Systems we could roll out several retail organizations of whole markets with hundreds of single retailers in just a few weeks' time.



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