

Case study Automotive provider

# Setting the pace for your automotive sales experience



As the digital landscape reshapes consumer expectations, the automotive industry is evolving to meet these new demands. Consumers are in pursuit of effortless accessibility, immediate feedback, and a digital shopping experience that feels uniquely tailored to them.

## Challenges

Uncover crucial customer insights to inform solutioning

Formulate a solution concept to improve customer engagement

Source and integrate appropriate technology

## | How we helped



**250**

**Digital  
showroom  
sales visits  
conducted  
(monthly)**



**133**

**Additional  
leads  
generated  
(monthly)**



**85**

**Test drive  
bookings  
generated  
(monthly)**



**34%**

**Conversion  
rate**

## | Our approach



Extracted key customer insights through proven research methodologies, leading to the development of a strategic approach to bolster customer engagement.



Pioneered an innovative 'Live Tour' solution establishing a dedicated digital showroom-studio that elevated the purchasing experience and expands the sales network.



Sourced partner to implement the technological framework required for live tours empowering sales to engage in interactive dialogues with customers, using cameras.



Assembled a dedicated team of 'product hosts' to conduct the tours and showcase the attributes of the car models and supported an extensive training program.

**“The Live Tour has helped bring our products directly to consumers - in their homes, offices and when out and about, as all someone needs to immerse themselves in the experience is access to a smartphone, tablet or computer. The partnership has allowed us to make the retail experience much more accessible to customers, via the digital world.”**

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