A case study on building a complete app solution for a car showroom

Summary

Product knowledge plays a critical role in the life of a car salesman. The power of the enterprise mobile application in the palm of their hands, can clearly improve revenue for dealerships. This unique solution allows the sales team to connect with the AIQ to obtain a comprehensive catalog of vehicles.

The Client

AiQ drives sales by empowering sales. This unique commerce solution allows the sales team to connect with the AIQ to obtain a comprehensive catalog of vehicles that are available for sale, the information about the car model itself, VIN barcode scanning, and a detailed comparison about its performance against selective models.

Business Requirements

- An interactive environment that bestows sufficient details about the car model

- Customized mobile app solution to help sales representatives understand cars through graphical representations, videos, and photos of the inventory that prominently highlighted its features

- Engage with the customer profitably and persuade them with information available at their fingertips
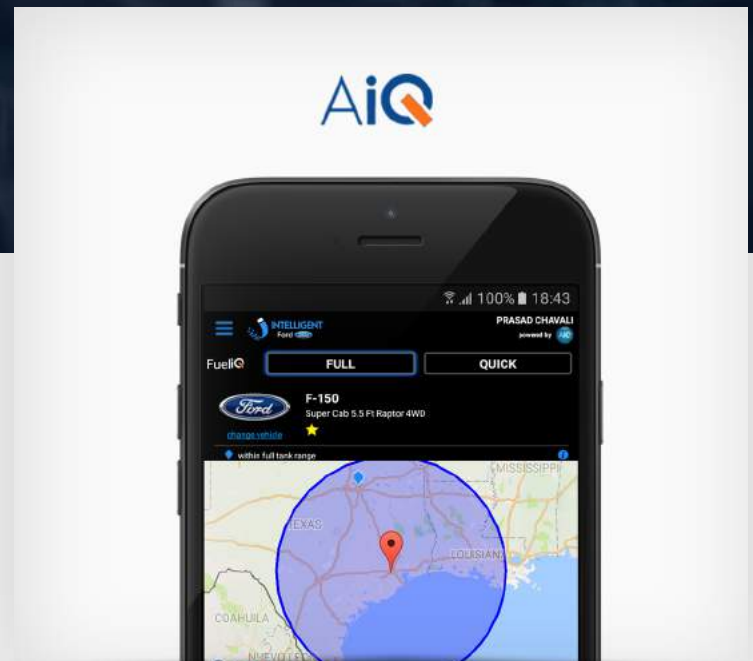
Challanges

- Creating a learning management system that provides training in specific areas to the salesperson before going into the field

- Obtaining a comprehensive catalog of vehicles available for sale

- Enhancing the efficacy of communication between the sales representative and the customer

Key Features

- Roster

- Six dimensions

- VIN Scanning

- Comparison

- Fuel iQ

- 180iQ

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Key Features

Roster

- Improves accountability and automated sales operations
- Real-time updates about the activities of the sales rep
- List of active members involved in a live sales pitch

Six dimensions

- The salesperson is provided with a graphical representation of six dimensions of a particular vehicle - views of the sides, front, rear, top, and the bottom
- Engineering and design of the car along with its dimensions
- Brand, safety, performance, comfort, technology, trim and specifications of the vehicle are covered

VIN Scanning

- The sales representative can easily navigate to the summary and purchase history of the car
- 'Advanced Search' tab provides additional details such as its model, the year it was manufactured, the style, etc

Comparison

- Enables the salesperson to provide a detailed comparison and analysis of the chosen automobiles
- Specifications, safety, technology, trim, and branding are all evaluated and matched with the consumers' requirements

Fuel iQ

- Inbuilt calculator in the app provides information about the fuel efficiency and consumption of each vehicle
- Plotted view of a map with the distance covered by the car when the tank is full

180iQ

- Depending on the sales closed and the points earned, the representative is provided with an auto-generated rank
- Evaluates the training needs of an employee through a comprehensive analysis

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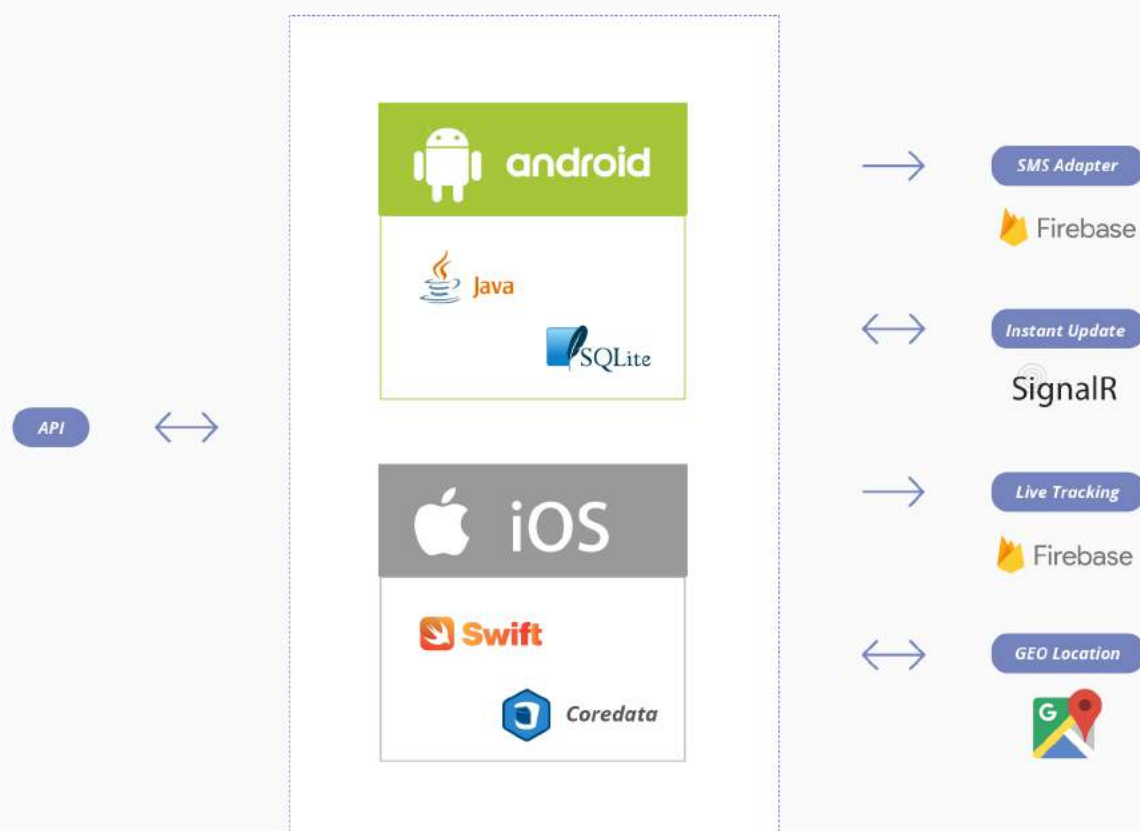www.gsmplusinfotech.com

Our Approach

Requirement gathering : We generated a list of requirements from all the stakeholders, which formed the basis of the expectations of the business. Succinct requirement specifications along with cardinal points were recorded along with a description of the environment in which the app will function.

Analyzing Technical possibilities : A complete review of the engagement, analysis, quality of information, and other aspects was performed to examine the viability of the technology. Several pre-defined methodologies along with third-party systems' integration that would lead to behavioral changes were evaluated.

Empathetical approach : We disguised the ownership of the assignment so that the customer could place confidence and our team proffered dedication to the work, thus providing improved results.

Cloud Infra-Structure Support : We have in-house experts for supporting and maintaining the entire application that is hosted on the Cloud network for global access.

Technical Architecture

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Results

A customized mobile app solution was derived to help the sales representative understand cars through graphical representations, videos, and photos of the inventory that prominently highlighted its features. The app also facilitated in acquiring relevant information that would interest the consumer, which would, in turn, lead to greater customer connection and more conversions. Messaging and notification facilities were also embedded into the app so that the representatives would receive timely updates where necessary.

VIN barcode scanning

Real-time data syncing

Messaging & notification facilities

Improved communication between the salesperson & the customer

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