CASE STUDY

SALMON AND AUDI -
## RE-SHAPING STANDARDS THROUGH
DIGITAL LEADERSHIP

Introduction

As one of the world's leading premium automotive brands, Audi designs and manufactures some of the most progressive and intelligent cars, born for the track — built for the road. The state-of-the-art engineering and attention to detail puts every Audi model at the forefront of automotive technology, from the iconic TT to the pioneering Audi R8.

The Challenge

Audi's vision is to re-define retail in the automotive industry, putting the customers' needs first at every digital touchpoint.

To help Audi deliver its strategy, Salmon was appointed in 2013 as its strategic digital and web partner to assist in creating digital marketing solutions across a variety of platforms, including the hugely successful audi.co.uk website.
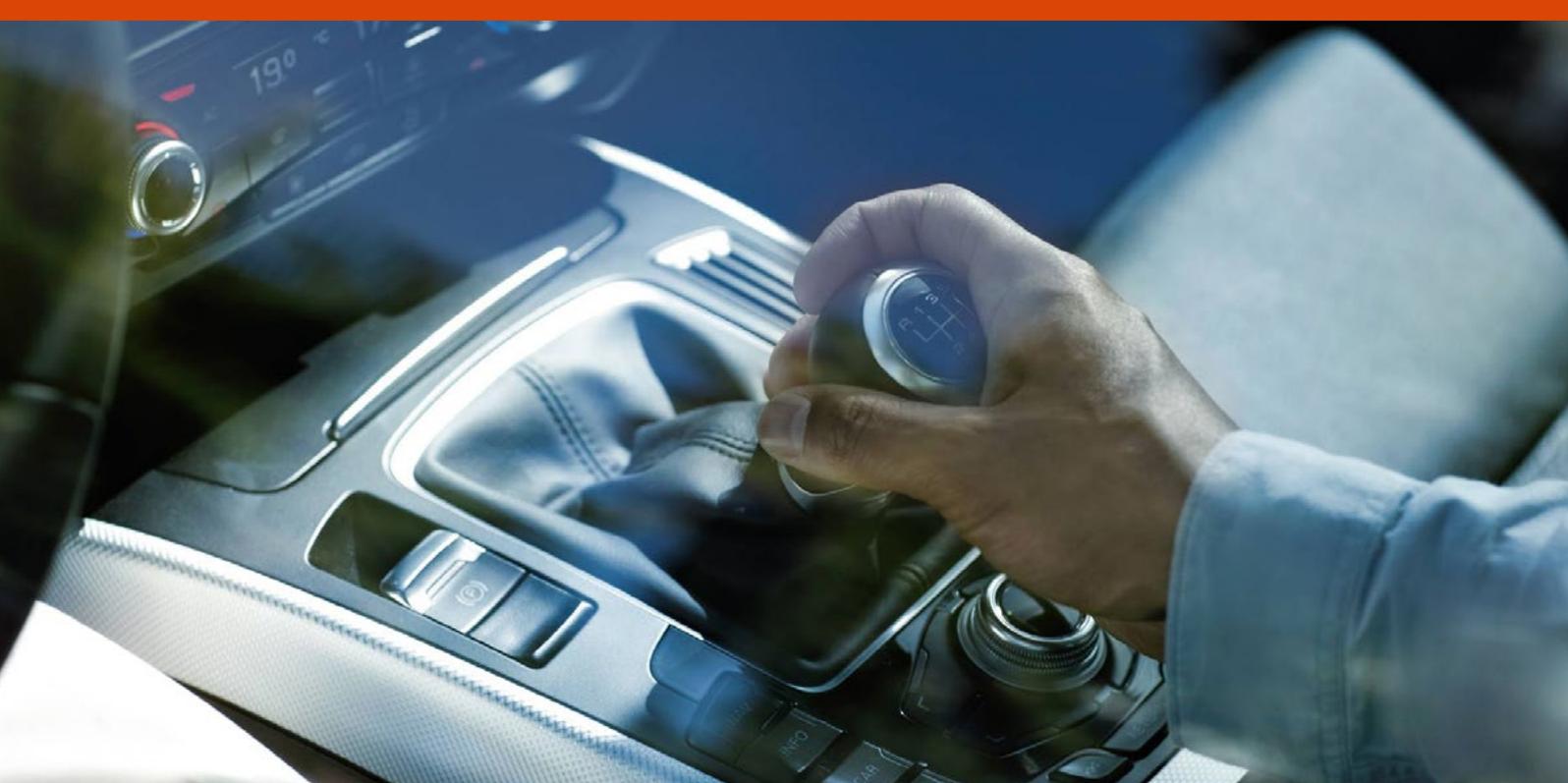
Inspiring Audi's digital leadership

The Audi "Think Digital" Strategy kicked off in late 2013 and paved the way for the reshaping of the UK website, which attracts over one million unique visitors per month. With Salmon's help, the three-year strategic plan helped transform the business, allowing Audi to maximise the opportunities of digital technology and deliver an online experience as premium as the cars that Audi produce.

Innovating through digital marketing

Working closely alongside Audi's inhouse digital team, Salmon delivered a number of innovative digital marketing solutions and new strategies across a variety of digital platforms. Drawing on its expertise in user experience, design, content, analytics and development, Salmon implemented a programme of digital projects that have facilitated the recent enhancement and success of audi.co.uk.

High impact online booking tool

In September 2014, Salmon delivered an enhanced online service booking tool, giving Audi customers the ability to easily book their car in for maintenance work and view personalised lists of the services available to their model. With the help of Salmon's continuous optimisation programme, Audi saw a 63% increase in online service bookings throughout 2015.

Driving high engagement campaigns

Supporting the launch of the Audi TT in November 2014, Salmon created a highly successful bespoke campaign page, dubbed "TT the third". This received over 485,000 unique visitors in the first ten months.

Following on from this success, Salmon continued to support Audi's newly launched models including the RS3 Sportback, the all-new models Q7, R8, A4 Avant and Saloon. These highly engaging and innovative pages contributed to a 5.9% rise in brochure download and a 36.6% increase in test drive requests YoY in Q1 2016 compared to Q1 2015, which were two of Audi's core KPIs.

In December 2014, Salmon integrated the online finance calculator. To date, over 6 million personalised and detailed finance quotes for specific models have been obtained by both retail and business customers.

Getting personal through a new "owners' area portal"

In late 2015, Salmon launched a fully responsive portal. This allows customers to manage their account online, register their own Audi, add existing cars, track new orders on the production line, view their model's full specification and watch a range of videos specific to their car.

Salmon optimised the portal to become fully integrated with the online service booking tool, providing a seamless journey. Within 4 months, it had over 15,759 registered accounts, enabling Audi to easily eclipse its target of 18,000 registrations for the whole year.

To create this seamless journey, Salmon set up a variety of data systems that worked with each other, combining back-end data with manufacturing information to produce a customer-friendly order process overview. Working alongside Audi's mobile partner, Salmon supplied the services to help build the mobile app, making the owners' portal the first fully responsive project to be launched on Audi.co.uk

Throughout 2015, Audi experienced a 63% increase in overall online service bookings and with the added ability to book a service online it registered an 8.3% rise in bookings between November 2015 and February 2016, compared to the previous 4 months.

Audi Store

2016 saw the launch of a new eCommerce platform for Audi UK, offering customers the ability to browse and purchase a range of Audi merchandise and accessories. In addition, the new platform enables VW Group to extend this revenue channel across its multiple brands and is the foundation to support Audi and its "selling cars online" proposition.

The site is built on the latest version of Magento, an ideal solution for Audi due to its advanced technology integration and performance architecture and low maintenance costs.

Audi wanted a platform that would perform well across multiple digital devices and prioritised its approach to be mobile-first. The brand also needed to allow for future flexibility and integration with Audi systems and its long-term eCommerce strategy. The flexibility of integration with Magento 2 allows the Audi Store to capitalise on the "single view" of the customer through the underlying architecture and technology stack of the system, such as advanced API integration.

The new site is fully responsive across screen sizes, whilst also targeting specific devices based on user engagement insight, while offering a premium experience. This is born from a combination of user experience insights and brand knowledge which is reflected in the site's visual presentation layer and the supporting back end functionality and services.

Since launch, the site now boasts more than 500 products and has seen impressive growth. During the period Nov 2016 - Sep 2017, Audi received 84% more monthly orders over the old site, a 90% increase in revenue and a 38% checkout completion rate.

2017 saw the development and delivery of Click and Collect functionality along with other enhancements including single account sign-on and click and fit.

Continuous delivery strategy

Using its standard continuous delivery and integration strategy, during 2017, the Salmon delivery team released on average 1 release per week with 40 releases deployed successfully over a 37-week period. The accelerated delivery ensured Audi was quick to market with digital enhancements to continually improve the customer experience.

Re-designed owners' Area
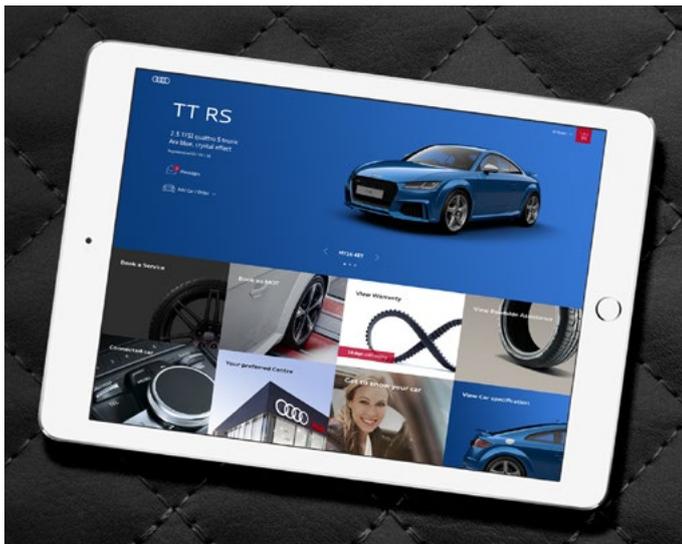
Following the success of its initial launch, Salmon helped Audi re-design the owners' area portal in 2017, to offer a more premium look and feel.

The portal now offers owners their own "dashboard" where they can manage and track new car orders and view new policy information online.

With an elegant, simple responsive design, the content pages house a suite of tailored informative services and personalised content to help Audi owners manage the lifecycle of their Audi vehicle. It will also help Audi to harness the true connected capability of Audi vehicles and make these features available to owners across digital channels.

Following a 3 month research project by Salmon's user experience team with Audi owners, the new portal now offers:

- A redesigned login
- Email templates
- Personalised colour schemes
- Warranty policy information
- Roadside assistance policy information
- Apple Passport and Android Pay
- Digital roadside assistance passes for mobile users
- Restyled car detail pages and specification pages
- Enhanced vehicle and order navigation and order tracking with mobile enhancements

The project has helped re-shape standards of personalisation in the automotive industry, introducing deeper levels of customer engagement.
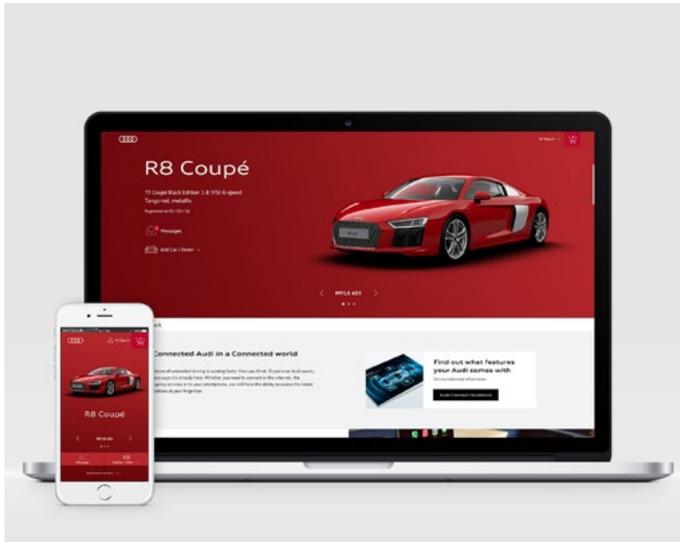
Since the launch of the new design and during the period Aug 2017 – Oct 2017, Audi saw 50,000 monthly visits, with a 6% increase in returning visits since launch. A 55% increase was recorded in centre searches, indicating easier navigation, along with a 23% increase in online service bookings via the owners' area.

Campaign Pages to blow Audi customers away

Salmon has continued to support Audi's marketing campaigns and help maximise the Audi brand throughout the partnership, with a number of new initiatives launched during 2016 and 2017.

Using Adobe Experience Manager (AEM), Salmon developed a series of campaign pages that would guide customers on a journey, drive engagement and deliver compelling content across web and mobile.

Salmon developed pages that were big, bold and playful for the "Q2". During the period Aug – Oct 2016, Audi saw an increase in average time spent on site per visit of 21% (6 mins 48 secs).

Using parallax on the pages of the "A8", Salmon was able to bring the elegance and beauty of the A8 to life by adding the illusion of depth. Blown up imagery focusses on the fine detail and quality of the finish. This page saw 50% of users reaching the bottom of the page during the period Sep – Nov 2017.
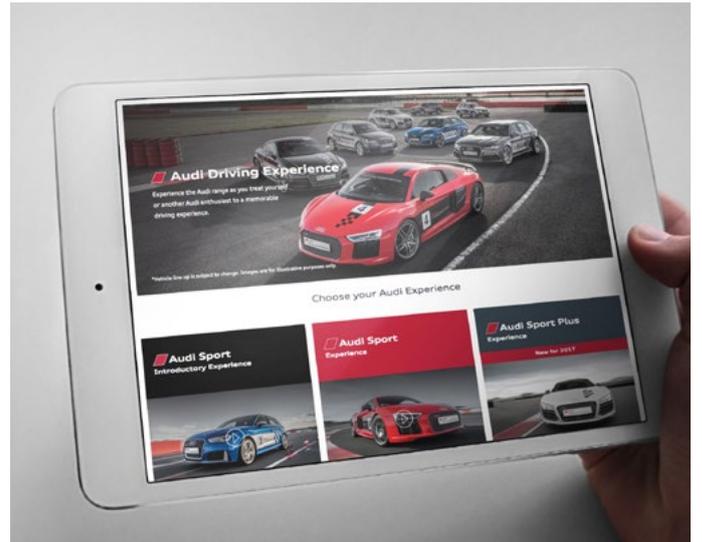
Weaving in animated gifs to the "Clowns" page helped to explain the narrative and saw 50,000 visits to the site off the back of the campaign, with 18,000 video plays between Sep – Nov 2017.

When Audi launched its "Open Road Campaign" offering driving experiences, the site sold out 12 spots within a week of launching the campaign.

Salmon's work on both Audi's Online Service Booking tool and the owner's portal has helped re-shape standards of personalisation in the automotive industry, introducing deeper levels of customer engagement. With the Online Service Booking tool fully integrated with the portal, Audi saw close to 16,000 registered accounts created within just 4 months.

Award-winning website

Audi and Salmon were delighted to win Autotraders Award for "Best Manufacturing Digital Customer Experience" at its 2016 Click Awards, particularly as it was voted for by a panel of 8,000 consumers.

Audi's Head of Digital Antony Roberts affirmed, saying:

"This award shows that through our work with Salmon, our dedication to our customers is a strategy that is working. Nothing is more important or rewarding than consumers commending our digital customer experience."

Results – how Salmon has made an impact

- Customer satisfaction: with customers at the heart of the "Think Digital" strategy, 2015 saw an increase from 72% to 79%.
- Salmon's continuous optimisation programme resulted in a 63% increase in online service bookings though 2015.
- The Audi TT campaign page received over 485,000 unique visitors in the first 10 months.
- Engaging and innovative campaign pages contributed to a 5.9% YoY rise in brochure downloads in Q1 2016.
- Test drive requests increased by 36.6% YoY in Q1 2016.
- The Online Finance Calculator has delivered over 6 million personalised and detailed finance quotes for specific car models for both retail and business customers.
- The owners' portal racked up 15,759 registered accounts in just 4 months – against a target of 18,000 for the year.
- Throughout 2015, Audi experienced a 63% increase in overall online service bookings and an 8.5% rise in bookings between November 2015 and February 2016, compared to the previous 4 months.
- Between 1st January and 30th June 2016, Audi saw a 29.5% increase in completed configurations compared to the same period in 2015.
- In 2017, the Audi store received 84% more monthly orders over the old site, a 90% increase in revenue and a 38% checkout completion rate.
- New owners' area portal - During the period Aug 2017 – Oct 2017, Audi saw 50,000 monthly visits (a 6% increase in returning visits since launch), a 55% increase in centre searches and a 23% increase in online service bookings.
- Audi and Salmon won the "Best Manufacturing Digital Customer Experience" Award at Autotraders 2016 Click Awards.

Salmon's blend of technical expertise, UX and UI skills, and the ability to deliver large scale projects has made them a key agency partner in supporting Audi's vision to re-define retail and digital in the automotive industry. Using its experience in retail eCommerce, Salmon has helped ensure that Audi's digital future is fit for its customers.

ABOUT SALMON
Salmon is a global digital commerce consultancy that defines and delivers market changing solutions and customer journeys for the world's leading brands.

Established in 1989, with operations in London, Amsterdam, Sofia, New Delhi, Beijing, Seattle and Melbourne, Salmon clients include Argos, Asian Paints, Audi UK, DFS, Halfords, Jumbo, LloydsPharmacy, Premier Farnell, Sainsbury's, Selfridges and Sligro Food Group.

In June 2017, Salmon, POSSIBLE Commerce and Marketplace Ignition partnered with Wunderman to form the new eCommerce powerhouse "Wunderman Commerce".

FOR MORE INFORMATION
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