

OSF | DIGITAL

Automotive
ACCELERATOR

Bring Customers and Car Dealers Together

Develop your own automotive marketplace
fast and at a lower cost



WHY SHOULD YOU CARE ABOUT LAUNCHING AN ONLINE CAR MARKETPLACE?

The auto industry braced for tough changes before the global pandemic affected factories, dealerships, and auto parts. Now more than ever, automotive retailers find their current technology lacks the necessary flexibility to adapt to the new normal of a global pandemic. Many automotive businesses put off launching an online car marketplace because the length of time it takes and the amount of work it elicits.

Automotive ACCELERATOR

If you are looking to expand your commercial strategy by bringing customers and car dealers together, our **Automotive Accelerator** is perfect for you.

WHAT'S IN IT FOR YOU?

Solution Benefits

Automotive Accelerator helps car dealers to:

1

Launch an online car marketplace faster and at a lower price.

2

Benefit from all the Salesforce Clouds' enhanced features.

3

Create customized user journeys for your customers, partners, and your internal team that manages the marketplace.

4

Expand your customer reach by offering self-service journeys and a shopping experience similar to a retail ecommerce store.

5

Customers will be able to search for car dealers close to them, book a visit or test drive, choose a custom car or other vehicle, and buy maintenance products.



HOW DO YOU GET STARTED?

Automotive Accelerator



Develop your own automotive marketplace fast and at a lower cost

Automotive Accelerator, powered by OSF Digital, is an industry accelerator, built by leveraging the capabilities of these Salesforce Clouds: Salesforce Commerce Cloud, Salesforce Experience Cloud, Salesforce Marketing Cloud and Salesforce Sales Cloud.

By using our Automotive Accelerator, you'll be able to **launch an online car marketplace faster and at a lower price**, benefiting from all the Salesforce Clouds' **enhanced features**, such as guided selling journeys and booking test drives and visits with the dealer, amongst others.

AUTOMOTIVE ACCELERATOR

Solution Overview



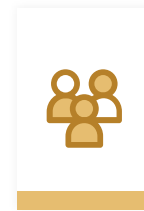
Extend the capabilities of your Salesforce Commerce Cloud-based marketplace

Offer customers the opportunity to:

- Register and log in on the marketplace
- View car inventory for each dealer
- Select zip codes
- Filter and select vehicles
- Use the Guided Vehicle Search module
- View each car on its own product details page (PDP)
- Customize vehicles
- Request a quote
- Preorder cars
- Book a visit or a test drive
- Receive confirmation emails
- Buy maintenance products from the shopping area

Enable internal teams to:

- Manage a car dealer's catalogue from Business Manager
- Create and manage a car dealer's profile from Business Manager
- Configure the Guided Vehicle Search from Business Manager
- Enable a login space for car dealers
- View and manage a portal for car dealers



Manage your shopping area through Salesforce Experience Cloud

Enable a portal for your maintenance product sellers to:

- Log in
- Create products
- Edit products
- Upload policies
- View orders
- View reports

Empower your maintenance product marketplace admins to:

- Create and view seller profiles
- Review products before approving them on the marketplace
- Approve or reject products
- Publish products
- Publish policies
- View reports
- Disable profiles and listings temporarily or permanently

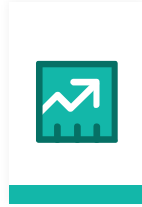
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Benefit from Salesforce Marketing Cloud customer insights

- Gather analytics
- Send transactional emails
- Manage and trigger emails for abandoned car configuration
- Manage and trigger emails for abandoned quote request



Manage car sales through Salesforce Sales Cloud

Enable a portal for your car dealers to:

- Log in
- View and manage opportunities
- View potential buyers' details
- View reports

Empower your car marketplace admins to:

- Create and view car dealer profiles
- Disable profiles and listings temporarily or permanently



WHY CHOOSE OUR ACCELERATOR TO LAUNCH YOUR ONLINE CAR MARKETPLACE?



Go To Market Fast and at a Lower Cost

A faster time to market equals a lower cost for launching your online car marketplace. You'll be able to create customized user journeys for both your customers and partners that can be featured on the marketplace as well as your partners' internal teams.



Reach More Customers

An online car marketplace is a win-win for you and your partners selling on your marketplace. You will expand your customer reach by offering self-service journeys and a shopping experience similar to a retail ecommerce store. Through our automotive solution, you will accelerate your digital transformation journey by deploying your Salesforce Cloud-based car marketplace fast.



Offer Easier Shopping Experiences

On your new online car marketplace, your customers will be able to search for car dealers close to them, book a visit or test drive, choose a custom car or other vehicle, and buy maintenance products. Our Automotive Accelerator will help you strengthen customer engagement and spawn new customer acquisition through meaningful customer journeys and an easier shopping experience.

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THANK YOU!

Schedule a Live Demo:
contact@osf.digital



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