

**OSF** | DIGITAL

**QuickStart**  
AUTOMOTIVE 

# LAUNCH ONLINE IN JUST 6 WEEKS WITH QUICK START AUTOMOTIVE FOR SALESFORCE CLOUDS

Quick Start Commerce Package for Used Vehicle  
Dealers and Captive Finance Arms



# WHY SHOULD YOU CARE ABOUT LAUNCHING ONLINE?

Compressing your **digital transformation timeline from years to months** has been a major theme of the economy across sectors. In the auto sales market, more automotive dealers and captive finance arms of the large OEMs are making the move to digital. With our **Quick Start Automotive solution for Salesforce Clouds**, you can achieve this goal even more quickly—in just **6 weeks**.



Quick Start Automotive fills the gap between consumer needs and the traditional automotive sales model for **used vehicles**, simplifying the product discovery journey and offering self-service features to **reserve a car, schedule a test drive or make a dealership visit**.

# WHAT'S IN IT FOR YOU?

## *Solution Benefits*

Quick Start Automotive helps companies that sell used vehicles or are captive finance arms to:

1

Launch online in just 6 weeks with a Salesforce Clouds-based online store.

2

Reach more customers, particularly today's tech-savvy consumers who want to shop for nearly everything online.

3

Offer your customers an easier and personalized experience buying a car or other automotive vehicles.

4

Have full control of the flow online while removing the high-pressure situations at dealerships that many consumers prefer to avoid.

5

Get more visibility and insights into your customers' shopping behavior to better target them in marketing campaigns.



## LAUNCH AN ONLINE SHOP IN JUST 6 WEEKS

OSF Digital's **Quick Start Automotive** is an out-of-the-box commerce solution designed specifically for **dealers that sell used auto vehicles** and **captive finance arms of the large OEMs**.

This innovative solution **powered by three Salesforce Cloud solutions**—Commerce, Marketing, Sales —enables automotive brands to **launch an ecommerce website in just 6 weeks**.

With an online store to showcase vehicles and sell direct to consumers, dealers effectively **open a new revenue and distribution channel**.



## SOLUTION FEATURES

- ✓ View Vehicles Close to Me
- ✓ Search by Dealership Location
- ✓ Guided Vehicle Finder
- ✓ Reserve Vehicle
- ✓ Cars I like (Wishlist)
- ✓ Car Sale Specific UX
- ✓ UI Optimized for Auto
- ✓ Car Recommendations
- ✓ View & Handle Reservation Requests
- ✓ Payment Provider for Reservation Requests
- ✓ View & Handle Test Drive Requests
- ✓ View & Handle Car Visit Requests
- ✓ Lead to Sale Conversion

## PROCESS MANAGEMENT AS A SERVICE

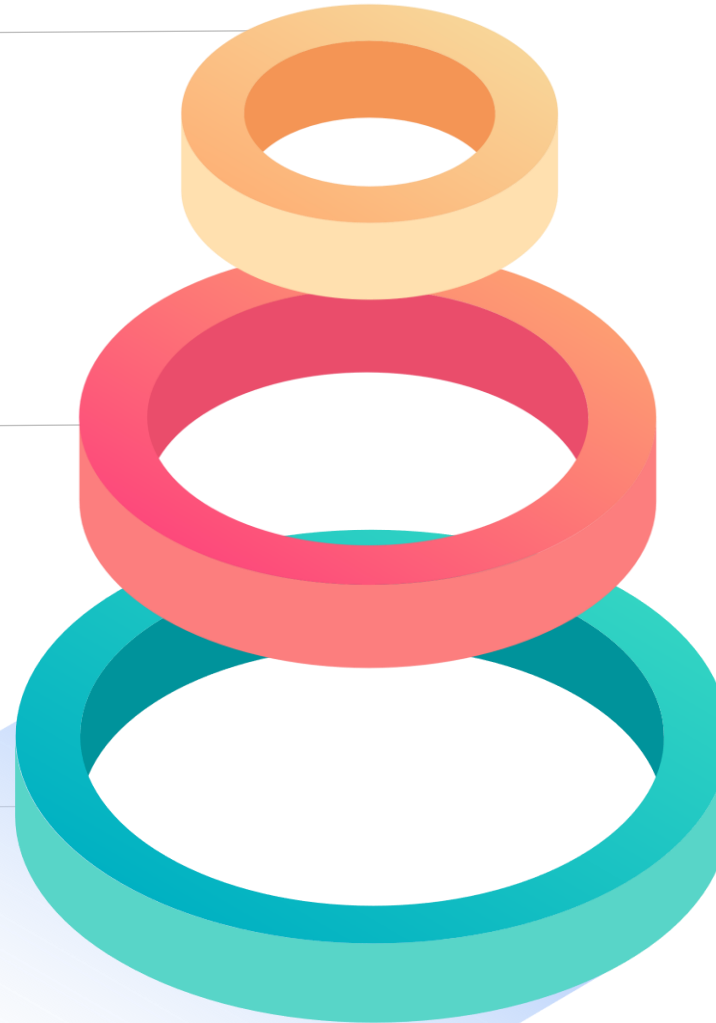
3 MONTHS

- ✓ Provide Support for Adding New VINs
- ✓ Provide support for Lead to Sale Conversion
- ✓ Create Personalized Car Recommendations
- ✓ Provide Support for Reservation, Visits and Test Drive Process
- ✓ Reports Generation
- ✓ Dealership Location Updates
- ✓ Price Book Updates Support

## SOLUTION INSTALL

6 WEEKS

- ✓ Setup Dealership Locations – Up to 10 Dealerships
- ✓ Create Vehicle Catalogue - 300 VINs
- ✓ Configure Guided Vehicle Finder
- ✓ Configure UX
- ✓ Configure Vehicle Attributes
- ✓ Configure Einstein Recommendations
- ✓ Create Dealership Accounts
- ✓ Create Sales Representative Accounts
- ✓ Configure Test Drive and Visit Request Routing



**salesforce** commerce cloud

- ✓ Dealership Locator
- ✓ Guided Vehicle Finder
- ✓ Search vehicle in proximity
- ✓ Car Wishlist
- ✓ Car Recommendations
- ✓ Reserve Car
- ✓ Book a Car Visit
- ✓ Book a Test Drive

**salesforce** sales cloud

- ✓ View & Handle Reservation Requests
- ✓ View & Handle Test Drive Requests
- ✓ View & Handle Car Visit Requests

**salesforce** marketing cloud

- ✓ Provide Product Recommendations
- ✓ Send "Abandoned Journeys" Notifications
- ✓ Include Leads in Targeted Campaigns
- ✓ Register Email Notification
- ✓ Book a Test Drive Email Notification
- ✓ Reserve Car Email Notification

# WHY CHOOSE QUICK START AUTOMOTIVE TO LAUNCH YOUR ECOMMERCE STORE?

*Launch an Online Store in Just 6 Weeks*



## 6 WEEKS TO GO LIVE

In the auto sales market, more car dealers and captive finance arms of the large OEMs are making the move to digital. With our Quick Start Automotive solution for Salesforce Clouds, you can achieve this goal quickly—in just a matter of weeks, not months.



## NEW REVENUE AND DISTRIBUTION CHANNEL

Gain a new revenue and distribution channel by transitioning to an off-the-shelf ecommerce solution and launching a self-service ecommerce portal for your customers where they can book test drives, search for dealerships, receive car recommendations and more.



## ADAPT TO YOUR CUSTOMERS' BEHAVIOR

Launching an online store for used cars or other automotive vehicles will help you reach more customers, particularly today's tech-savvy consumers who want to shop for nearly everything online. Offer your customers an easier experience buying a car by launching an online store with our Quick Start Automotive solution for Salesforce Clouds.

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**THANK YOU!**

Schedule a Live Demo:  
[contact@osf.digital](mailto:contact@osf.digital)

