

Optimizing the Automotive E-Sales Funnel

*How to successfully
optimize & drive
e-commerce in
the automotive industry*



Independent expertise



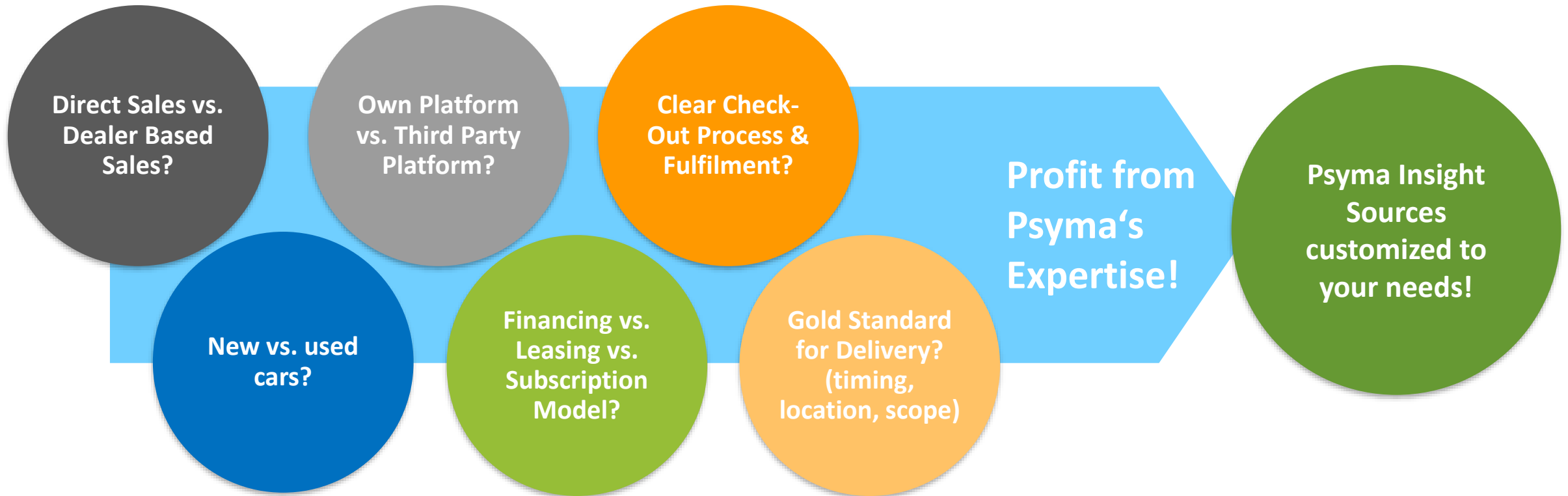
User centered approach



Proven concept

E-Sales Automotive

Major Challenges and Key Questions in Managing Digital Sales Activities



E-Sales Automotive

Major Use Cases

Explore Car Stock with Online Purchase

Purchase for New Cars Fully Integration Online

Solution fully integrated
into OEM Website

- **Inventory search new & used cars and direct purchase / order possible on OEM website**

- **New car purchase for each model (built to order)**
- **Direct purchase / order possible on OEM website**

External Platform / Store

- **Inventory search & purchase / order of new / used cars possible via external platform / store**

- **Configuration & purchase / order of new models possible via external platform / store**

E-Sales Automotive

Success Factors Car Stock Sales

- ✓ **Prominent access / seamless integration**
Providing clear & relevant next steps...
...at suitable points of the customer journey.
- ✓ **Ease of use of tool & process**
Technical stability & usability as hygiene factors:
Minimize drop outs. Engage users to make the next step.
- ✓ **Sufficiently large & up-to-date stock**
Basic requirement!



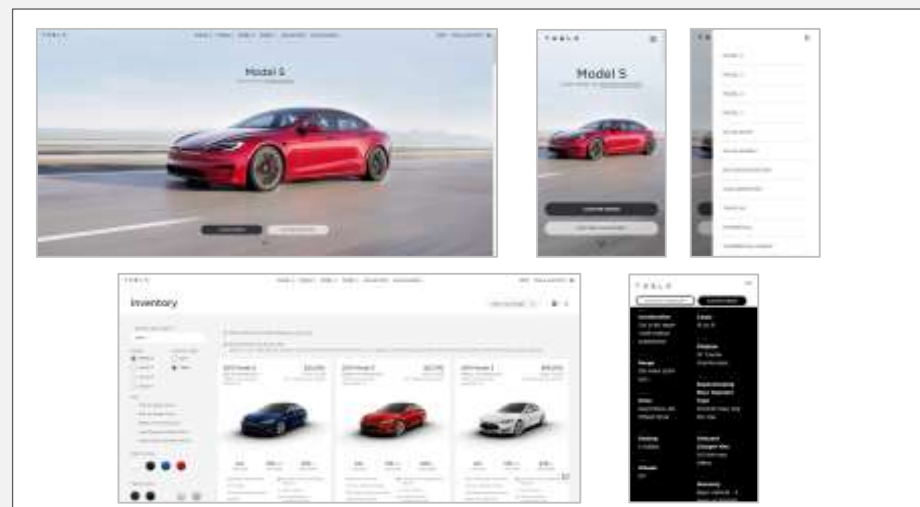
Good Practice Example: Prominent Access / Seamless Integration



Integrated Car Stock:



- Direct and prominent access to available new & used car stock from:
 - Homepage (engaging search form)
 - Main menu (quick link on desktop)
 - Showroom (engaging search form)

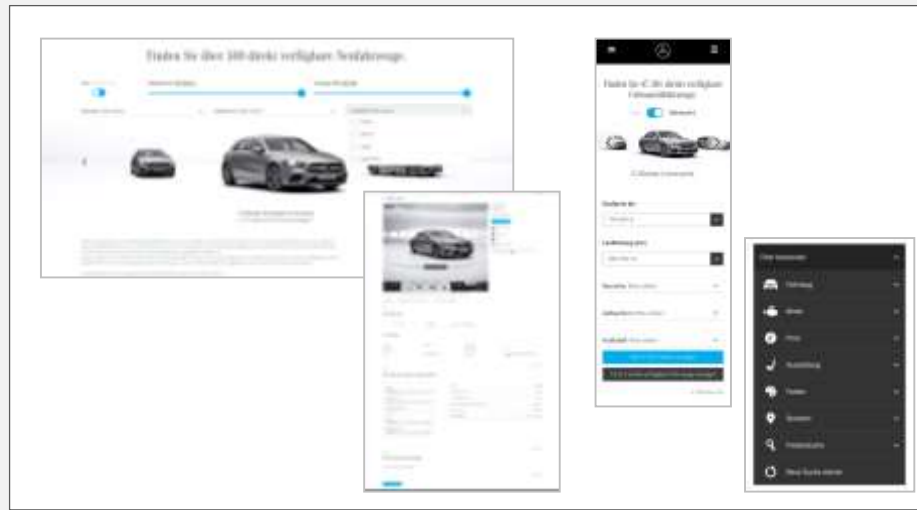


Integrated Car Stock (and Built to Order):



- Direct and prominent access to available new & used car stock from:
 - Homepage (clearly labeled CTAs)
 - Main menu (clear wording & access points)

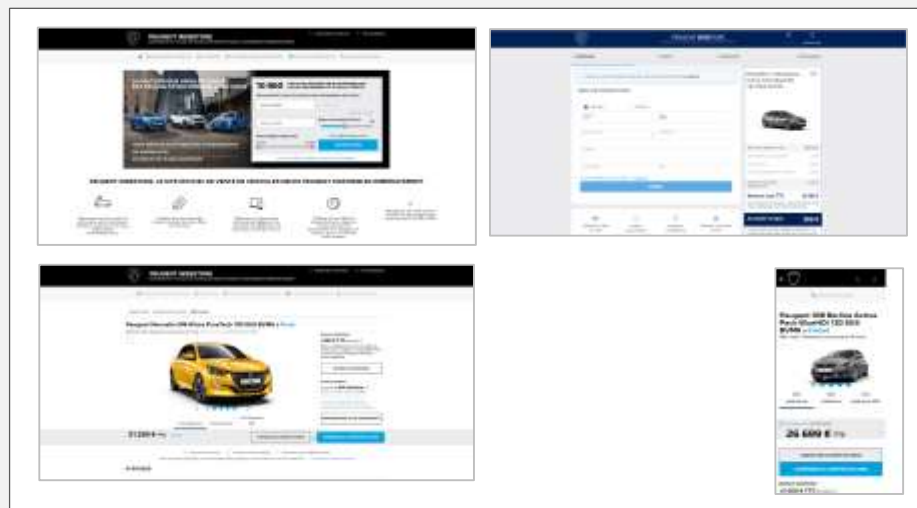
Good Practice Example: Ease of Use of Tool & Process



Car Stock via external 'Online Store':



- Intuitive usage (one tool for complete stock)
- Extensive filtering options to help find the perfect match
- Detailed summary, incl. calculator. High quality visualization
- Relevant next steps offered



Car Stock via external 'Webstore'



- Clear process & next steps
- Clear explanations of benefits and steps
- Clear order & check out process
- Easy to find contact options throughout the Webstore

E-Sales Automotive

Success Factors Online Purchase



Product Information

Sophisticated funneling into the shop experience.
Detailed & useful information as well as attractive product presentation in the actual store.



Ease of use

Usability within the product selection funnel.
Clarity of the actual purchase / order process.

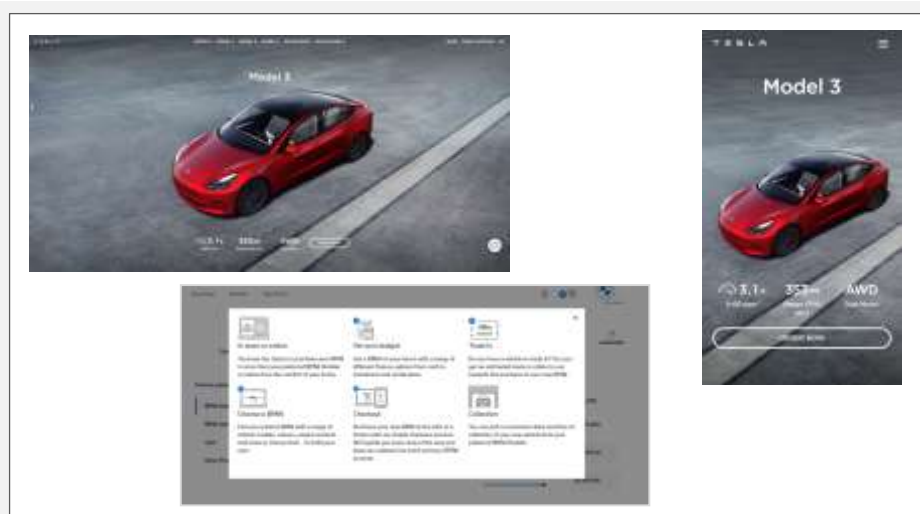


Delivery & Contact

Clear delivery details, payment steps & suitable contact for follow up questions.



Good Practice Example: Product Info - Funneling into shop experience



Integrated E-sales solutions

Tesla USA:

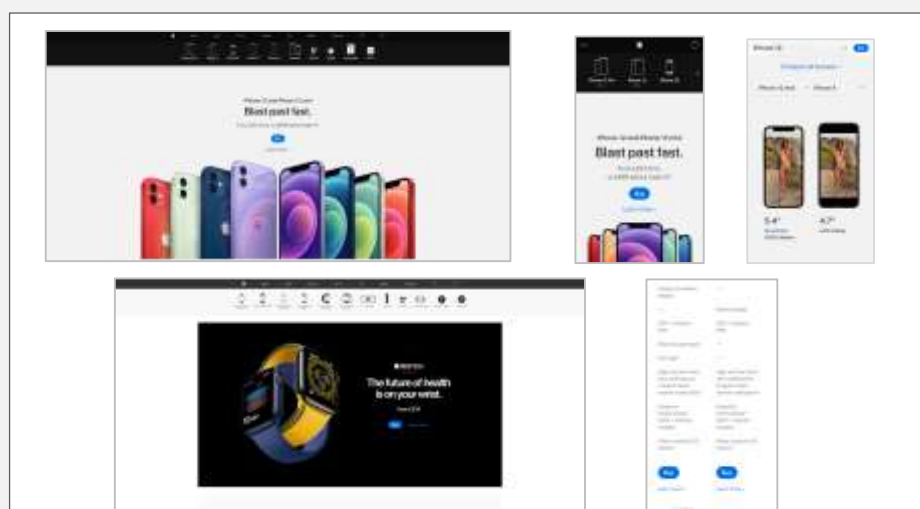


- Clear CTAs on homepage: “existing inventory, “custom order”
- Clearly labelled access to online store from showrooms

BMW South Africa



- Integrated explanations on “online purchase” via “learn more”

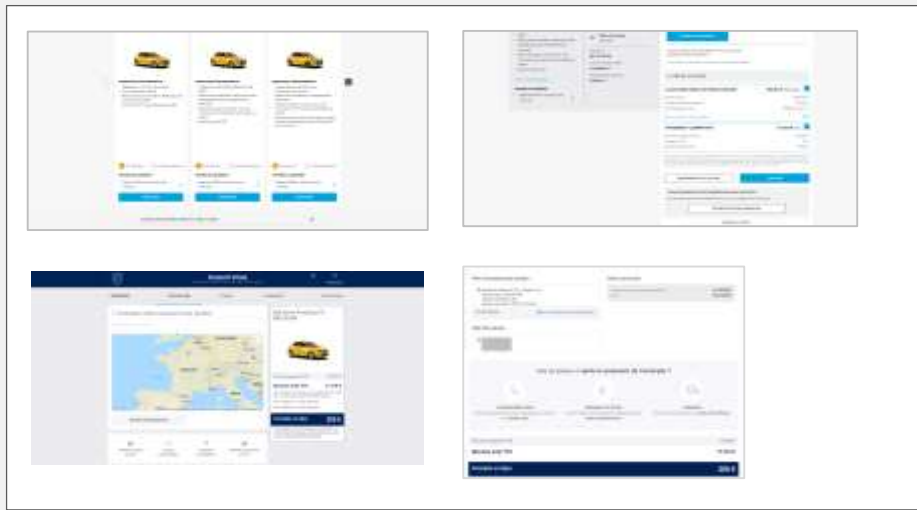


Integrated E-sales solution (non-automotive)



- Apple offers a clear range of product versions on entry of the product page via top navigation bar with clear icons to illustrate differences
- Clear labels of CTAs & links in page

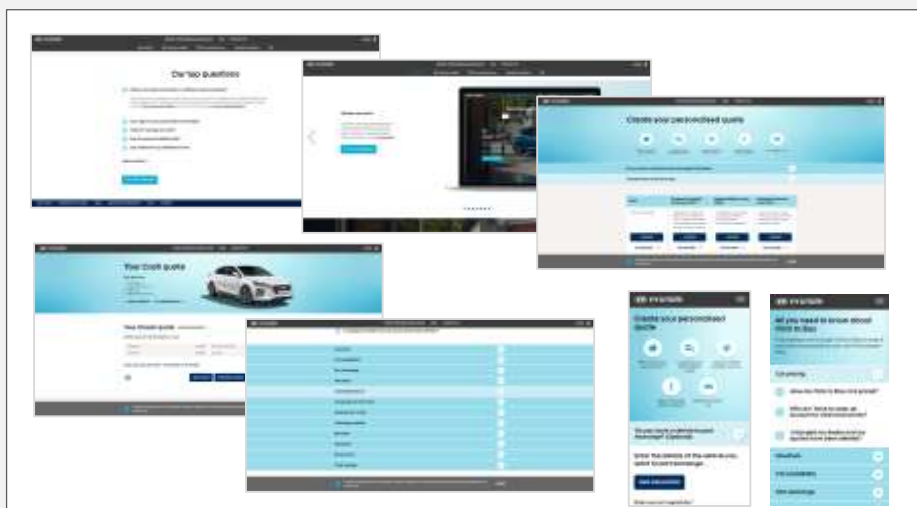
Good Practice Example: Ease of Use / Delivery & Contact



External E-sales solution - PEUGEOT STORE



- Order new cars online – external store with basic configuration
- Clear process throughout (desktop):
 - Clear user guidance & and product selection
 - Clear checkout process



External E-sales solution – Hyundai Shop



- “Click to buy” - Personal quote and basic customization of new cars
- Clear process with lots of helpful illustrations
- Ubiquitous explanations, FAQs & contact options
 - Initial explanations on the process
 - Very extensive FAQs including explanations on delivery & payment details

Why psyma ?

✓ Benefit from our expertise und our wide range of proven & innovative approaches

1 Independent Partner

External, neutral perspective allows for impartial, unbiased results



2 Understanding User Feedback

Experienced experts who understand the truths of behavior and look behind the scenes



3 Targeted Recruitment

Careful setup to reach relevant target groups & gain optimum value results



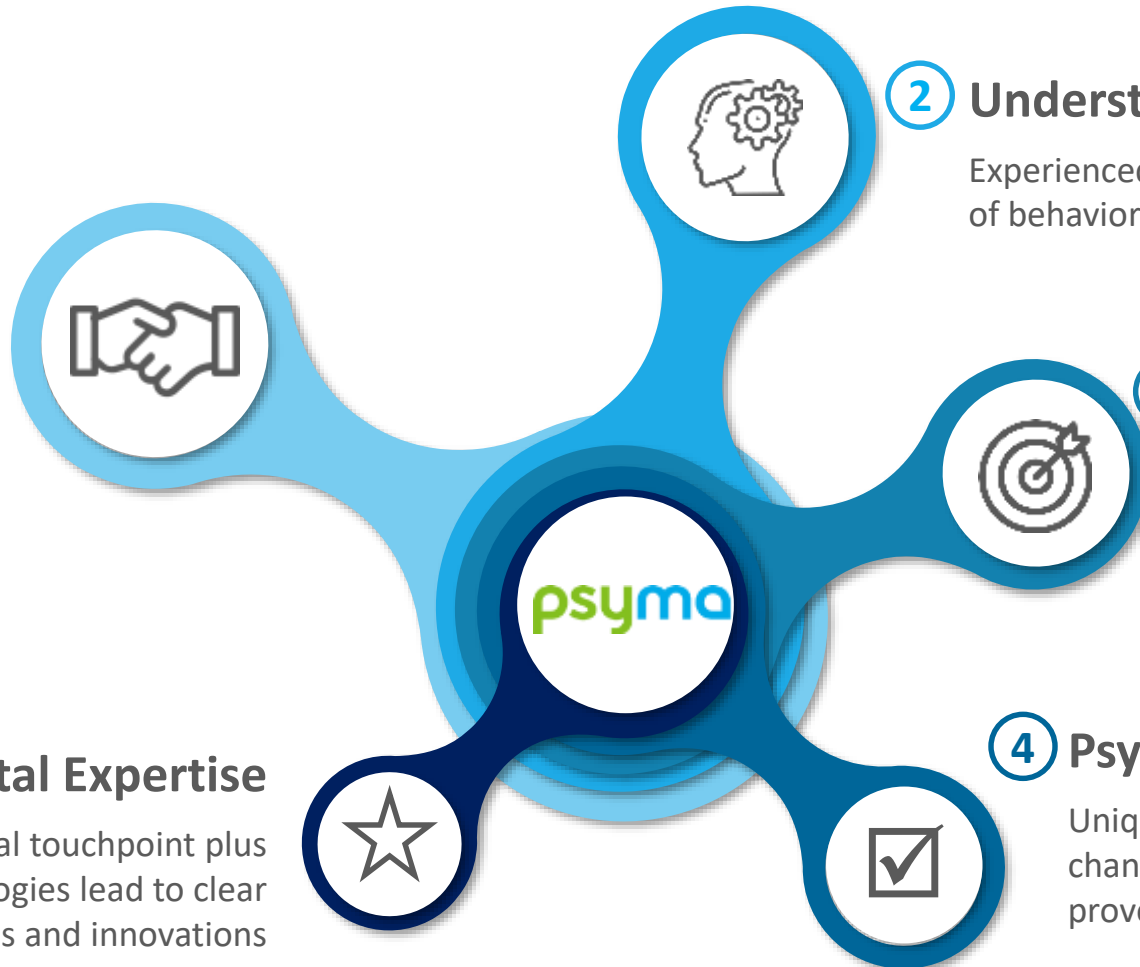
4 Psyma Benchmarking

Unique insights into industry & channels' gold standards with Psyma's proven benchmarking



5 Digital Expertise

Coverage of any sort of digital touchpoint plus flexible usage of methodologies lead to clear perception of trends and innovations



Why E-Sales Research?

Online Sales & Car Trading Platforms

Automotive Website Benchmarking

- ✓ Detailed quantitative & qualitative results for your **Online Sales Process or Full Website Experience**
- ✓ **Compare with completion. Learn from best practices.**

Expert Evaluation


- ✓ **Gain detailed insights** about your current E-Sales solutions or on **future development plans.**
- ✓ **High flexibility.** E.g. evaluation of prototypes possible.

UX Testing

- ✓ **Sounding & concept testing** of new versions of an application or a full e-commerce solution
- ✓ **1st hand experience. Qualitative insights.** Tailored to your needs.

Want to learn more about Psyma E-Sales Insight Sources & Products?



Dr. Frank Knapp 
 CIO PSYMA GROUP / Managing Director

+49 911 / 99574 90
 frank.knapp@psyma.com

 **Please contact us!**

You want to learn more or need advice? Please contact us.



Tel +49 (0)911 99574-70
E-Business-Sales@psyma.com