34%
lead leakage reduction

58%
faster sales processing

Accelerating Online Car Sales with a Streamlined and Automated Platform

By integrating a broker platform and automating key sales processes, **GlobalLogic empowered a leading Australian online car sales platform** to significantly enhance operational efficiency and customer experience.

The **streamlined platform resulted in a 34% reduction in lead leakage and a 58% decrease in sales processing time**, driving increased conversion rates and improved data accuracy for a major player in the evolving online automotive retail space.

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The online car sales industry is actively transforming the automotive shopping journey. **By 2025,** online transactions are predicted to **claim 30% of global vehicle sales.**

The platform of the one of the biggest online car sales players in Australia was characterized by manual processes and disparate technologies, hindering operational efficiency and customer experience. To support rapid business growth they sought for a comprehensive solution able to streamline the sales process, improve customer engagement, and enable data-driven insights.

GlobalLogic assumed the responsibility for rapid optimization of the sales ecosystem.

Value created

GlobalLogic integrated an improved broker platform connecting customers to dealers.

Integrated multiple applications expanding sales functionality:

- centralization of the lead sources channels and advanced qualification process support
- automation of the contracts and offering issuing and financial operations
- cars delivery management
- automation of the bidding processes and unification of deals pipeline

Impact

- **Improved** and **automated end-to-end processes** of the online sales platform resulted in significant performance increase and customer led UX.

- Lead leakage is r**educed by 34%** in the first **3 months after go-live.**

- Sales managers efficiency enhanced with **58% reduction time spent per entire sale process** in one system (compressed to 78 mins).

- Automation of deals management and follow-up processes **increased the conversion rate and led to improvement of data accuracy and consistency.**