



4
months
from start to
MVP

4x
expected increase in
the number of sold
vehicles

Case Study

Launching The First Digitally-Led, **Direct-To-Consumer** Car Model Brand

GlobalLogic partnered with a car OEM launching their **new generation of e-hybrid and electric cars** to deliver a **direct-to-consumer sales** solution.

Within 8 months, GlobalLogic built and delivered a **fully digital purchase journey** that included contract revisions, contract finance integration, accessories, and a delivery checklist, resulting in **1,724 vehicles** sold within the **first 7 months** after launch.

Launching The First Digitally-Led, Direct-To-Consumer Car Model Brand

For a **new generation of their e-hybrid and electric cars**, our client had an ambitious goal to establish strong footprint in the Australian market and set up a platform for the **brand's expansion in Asia Pacific and beyond**.

Australia was going to be our client's **first 100% agency model market** and the first to offer a **fully digital customer journey** via an end-to-end platform.

The client partnered with us to deliver a **connected customer journey**: seamless sales and delivery experience whether the customer is online or instore.

Value created

- Built an end-to-end **direct-to-consumer** sales solution based on the Salesforce stack. It provides our client with an operational back-end environment with the functions, **similar to a dealer management system**.
- Focusing on **facilitating the deposit** being taken as an MVP, **automated several direct and indirect business processes**. Along with it we have included payment gateway integration, refund mechanism actioned by the customer, stock management, and receipts.
- The **full digital purchase journey** allowed completing an end-to-end sales process, including contract revisions, contract finance integration, accessories, delivery checklist and more.

Impact

- Aiming to **shorten our client's time-to-market** delivered the first MVP within just 4 months and the fully digital purchase journey within 8 months.
- Within the first **7 months** from the MVP launch our client **sold 1,724 vehicles** using the new platform.
- The brand's objective in Australia is to more than **quadruple annual sales** from **1,600** vehicles in 2022 to **7,000** vehicles in 2025.
- The fully digital platform is an important step towards achieving this goals, providing a **single view of the customer for OEM and agents**, dismantling the traditional silos.