

CASE STUDY 1

Choose. Personalise. Buy.



PEUGEOT



CITROËN

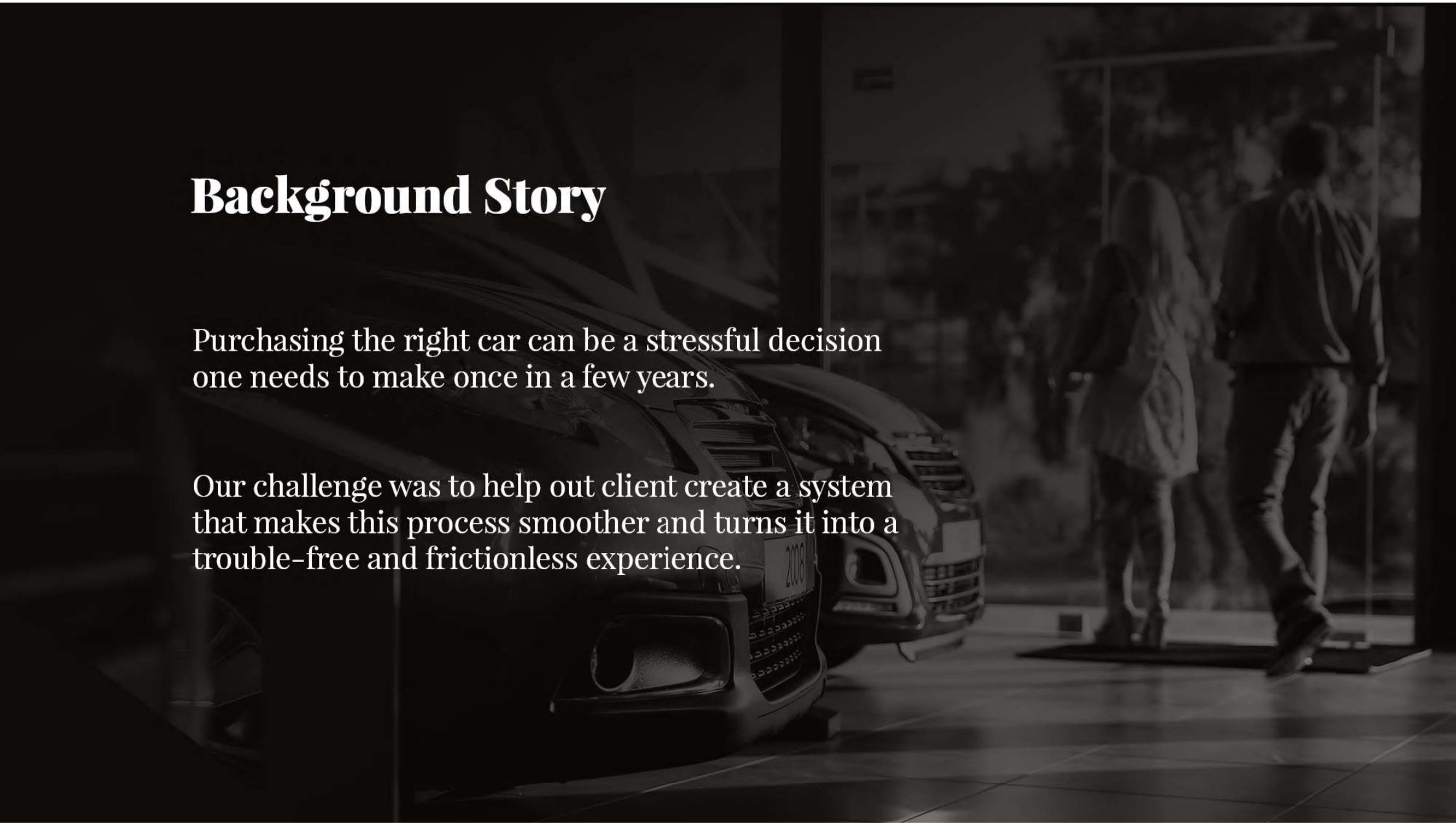


DS AUTOMOBILES

Background Story

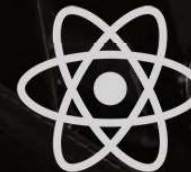
Purchasing the right car can be a stressful decision one needs to make once in a few years.

Our challenge was to help out client create a system that makes this process smoother and turns it into a trouble-free and frictionless experience.



Technical expertise

We built an omnichannel retail solution to personalise and obtain an offer for a new car from some of the most important dealers in the automotive world.



Technical Solution

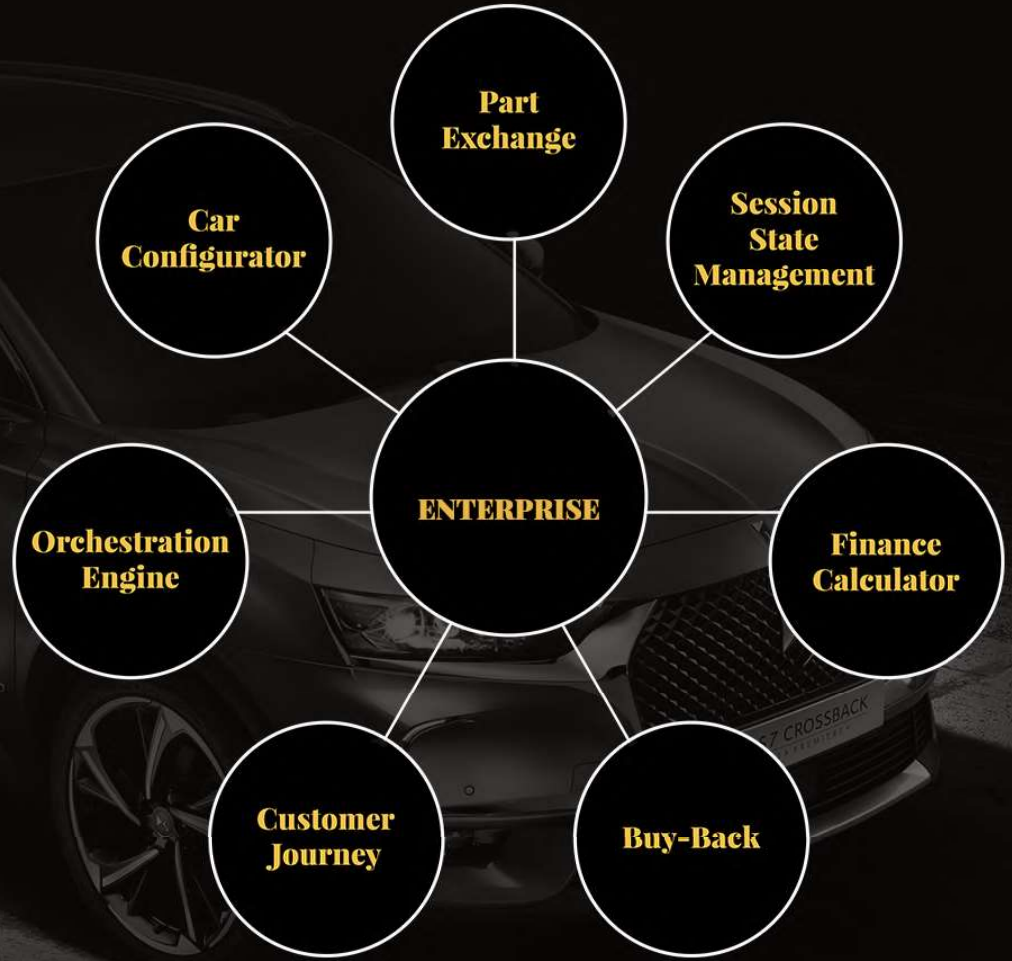
The platform we built for our client consists of several customizable, scalable and integrated components.

These components are easy to integrate and personalise for future projects. They are scalable in various instances and adaptable for various markets.

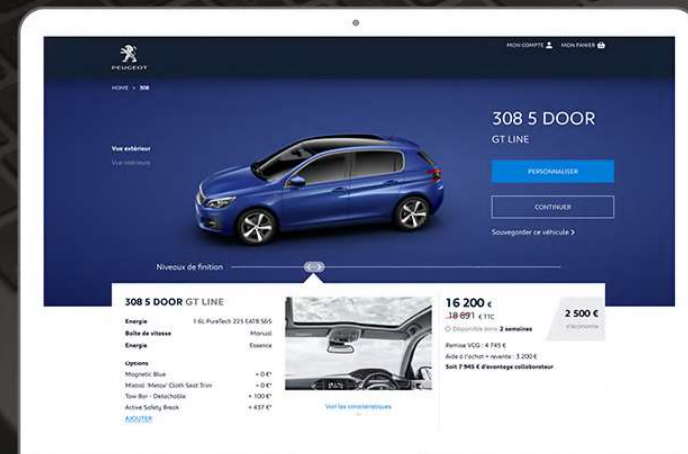
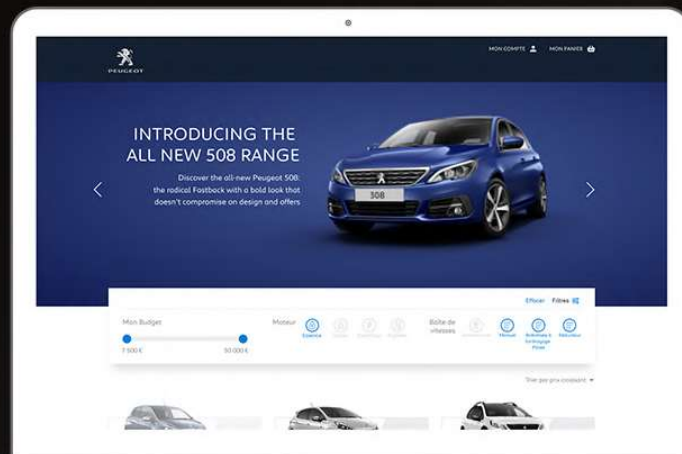
We delivered an omnichannel retail platform which could be used both on an industrial facing level and outwards at a dealership level, ensuring needs of all players are taken into account.

What does it offer?

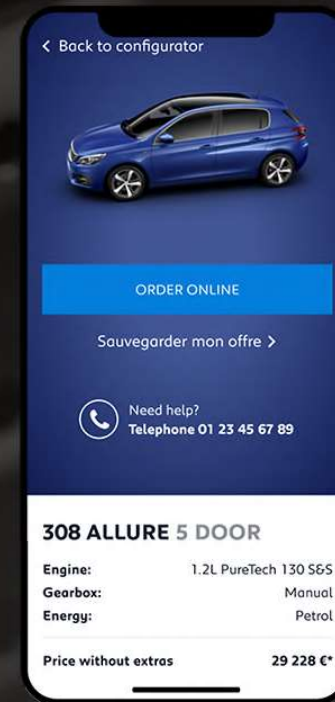
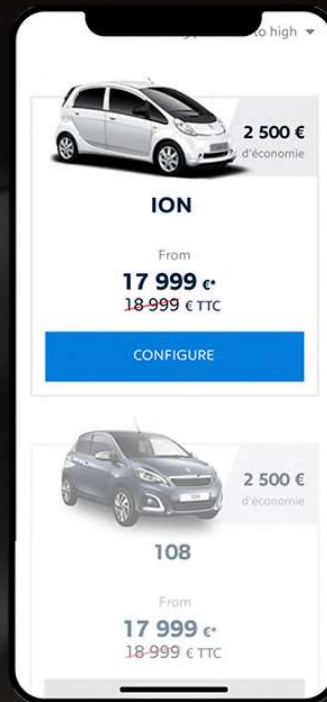
Everything you need to know about your next car. Fully customisable. Just a click away.



How does it look? - Desktop Version



How does it look? - Mobile Vision



Conclusion



The platform was a great success.

Our team delivered high quality services and worked together with our client to help achieve their vision.

The efficiency and the ease of use emerged a visible growth in sales department during the first months after release.

It has thousands of active users and hundreds of cars sold everyday.