

SUCCESS STORY

Car buying reimagined

Search, finance...drive away



How GFT helped a global automotive giant deliver:



A one-stop shop for vehicle sourcing and finance



Engaging customer journeys across brands in global locations



A strategic cloud-based solution

CLOUD ENGINEERING



MICROSERVICES



OPEN APIs



THE CHALLENGE

Building an engaging digital platform to attract and retain customers

- This global car giant wanted to reduce the friction of car buying by offering simple customer journeys where customers could browse, choose and finance the vehicles of their dreams
- The ideal platform would reduce sales dropouts by allowing customers to purchase or lease vehicles, buy additional mobility services, or be referred to a dealer
- All customer interactions would be captured to ensure continual improvement

THE ENGAGEMENT

Getting expert help for the journey

- GFT was known to the company and was valued for its global presence, practical approach and service culture
- Following a competitive tender in early 2019, GFT was engaged to design and develop a series of engaging customer journeys for a digital storefront that's a front-end to multiple back-end solutions for multiple brands and markets
- The entire project was developed on AWS
- Beginning with a single team and three customer journeys, the collaboration flourished – GFT has scaled the model to three teams totalling over 50 people, delivering more than 40 unique customer journeys
- GFT has also implemented several innovative backend services and payment solutions, including: MasterCard, Visa and PayU

THE BENEFIT

Blending automation with consultancy

- The customer journey programme has been so successful it has been rolled out globally
- As a trusted advisor, GFT helps prioritise projects to align with the strategic plan
- Projects with a high business value are implemented by a bespoke team while standard customer journeys are delivered using an automated “factory approach” using reusable components
- This tiered process shortens time to market, boosts efficiency and mitigates delivery risk- confirming GFT's promise to deliver sustainable business improvements