Automotive DX success story

We have created a new digital demonstration tool along with an AR app to help Autoglym's dealership network re-energize and re-ignite their passion for LifeShine (Vehicle Protection System by Autoglym).

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Dealerships faced a tough year in 2020 and they are looking to us to help make it easier to sell LifeShine in 2021. Growth for Autoglym will come from helping their dealerships to sell more, as well as from taking market share.

The problem

The car-buying process is moving online but it means reduced face-to-face time that dealers have with consumers.

Consumers generally believe VPS (Vehicule Protection System) is 'a good idea'. However, cost issues are the key reason not to purchase.

There is work to do to convince consumers of the benefits of LifeShine both pre- and post-purchase, by providing dealerships with new interactive ways to help them demonstrate to help them to sell to more.

Our solution

In order to re-energize and re-ignite Delearship's passion for LifeShine, we have agreed together to include an AR experience as a key differentiator for the new LifeShine digital tool.

This represents the most technically challenging aspect of the brief with several factors that require consideration including; cost, stability, quality of experience. Our recommendation was to use a Native App delivery system with a markerless trigger. The AR solution would then be delivered on a flat plane hovering about the actual bonnet or interior aspects.

On the other side, we have made our best efforts to achieve the objective of the B4C and B4B element of the new tool in order to create a solution that drives consumers and dealerships engagement. The redesign and concept of the demonstration tool have been a clear improvement that has blurred the line between the physical and digital worlds.

Moreover, the demonstration tool uses AMP technology which is a Google open-source HTML framework that provides a straight forward way to create web pages that are fast, smooth-loading, and prioritize the user-experience above all else.
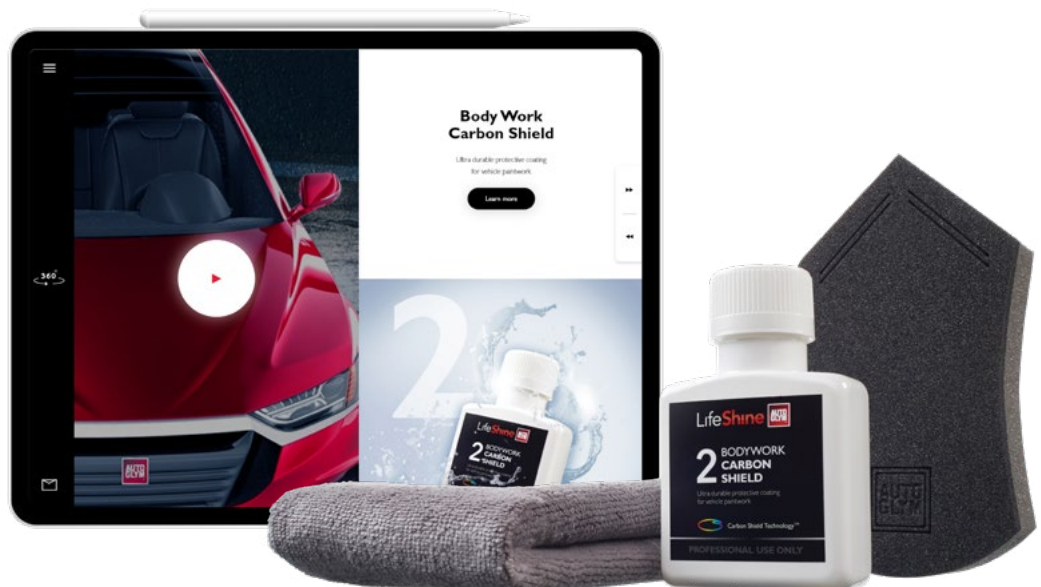
Summary project scope and requirements

AR: Native App markeless flat plane

- Technically robust
- Cost Effective
- Offers stability
- Great Flexibility
- Improved user experience

Digitool functions for B2C and B4B

- Car make (vehicle manufacturer) and Dealer group selector with personalisation across the tool
- Features and benefits of the aftercare kit (imagery should depend on the car make)
- Features and benefits of the lifetime guarantee
- LifeShine durability video: for dealership use only
- Email function to enable communication from the dealership to continue with the customer after demonstration.
- About Autoglym - brand video and organisational information
- Why LifeShine as your Vehicle Protection System of choice
- Dashboard to showcase: business and technical support available to dealerships, and testimonials
- Showcase training, sales and LifeShine application tools (documents, presentations, videos)
- Personalised dealership document from the LifeShine team, with profit calculator results
- Personalised dealership email from the LifeShine team (calling card), when deaelrship not available for a visit
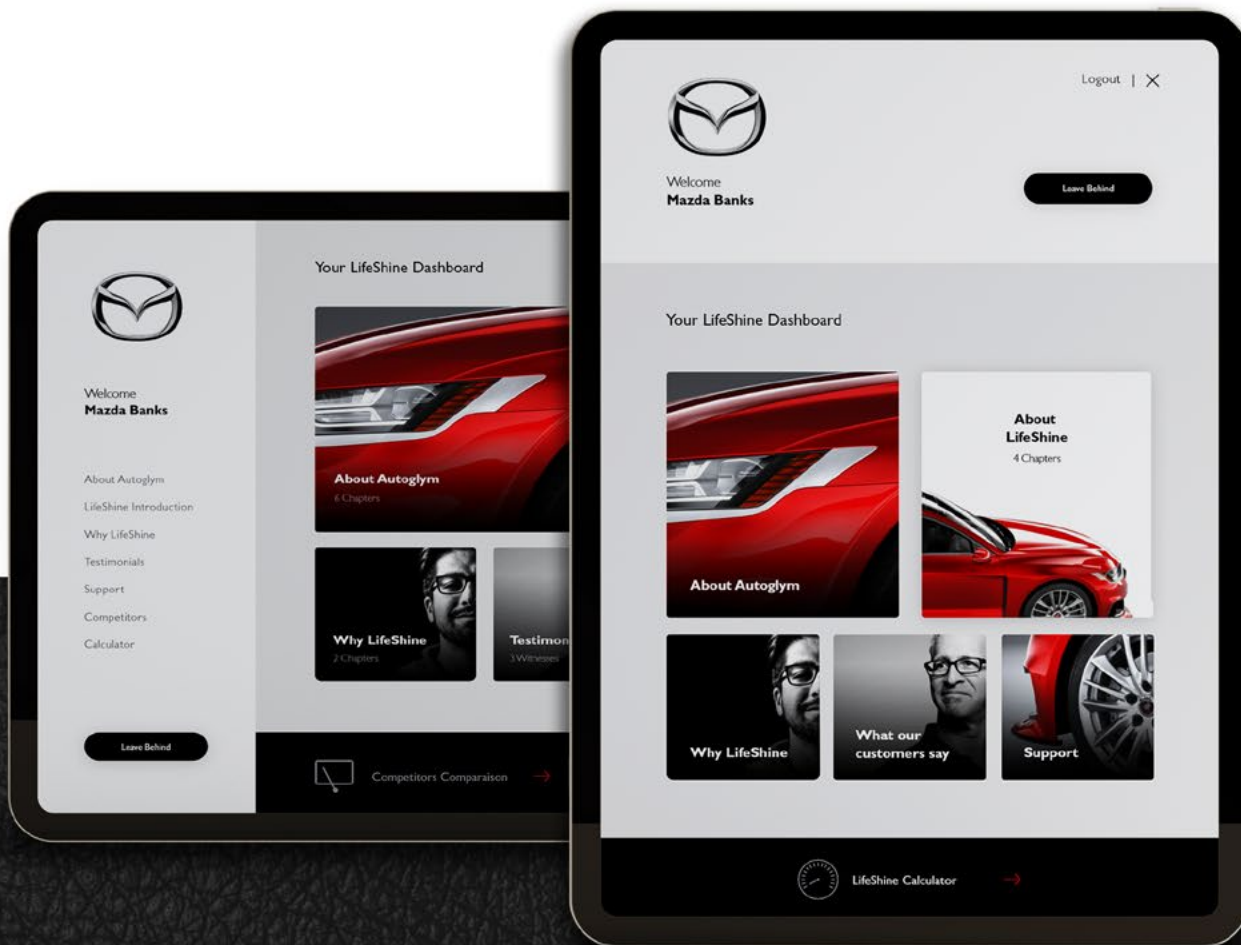
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