

# Digital Retail

## Mall Pop-up Kiosk and Showrooms



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# Background

- Customers do not like the traditional car buying process
- Large, out-of-town dealerships are less relevant
- Dealership visits are at an all time low
- Customers want to transact on their own terms
- Customers like blended retail – touch and feel and then transact from home
  
- Shopping malls have become a destination
  - They attract massive, repeat footfall
  - Customers are relaxed, and in buying mode
  - Shoppers have time to explore
  
- Significant opportunity for brands to sell cars, more profitably, in the way that customers want to interact

What is the solution?



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## What is the solution?

- Provision of a proven, fully-managed, turn-key, modular software platform which drives interest, enquiries and sales for car dealers or manufacturers
  - Configurable to any branding, language, currency
  - Modular functionality - Test drive booking, stock promotion, reservation and sale, finance promotion / application, part exchange appraisal
- Brandable plinths with electronic POS, located strategically within the mall to access the relevant customer segment
- Product experts, software support and account management included, to ensure effective implementation and optimal results for the mall and car brand

# Benefits – the mall owner

- Drive footfall
- Attract respected brands to the mall
- Increase revenue
- Repeat visitors
- Increase footfall to quieter mall areas
- Competitive advantage over your competition
- Encourage complementary brands to the mall to take advantage of new customers

# Benefits – the car brand

- Access more customers in a transaction focused, relaxed environment
- Lower cost of market entry than traditional dealership
- Generate pre-launch interest in a new model or establish permanent presence
- Focus customers on a specific buying journey, earlier in the process, without pressure
- Deliver a more customer-focused experience
- Generate higher profitability through customer satisfaction
- Promote and sell branded goods and accessories

## Benefits – retail customer

- Car brand is more accessible without making specific journeys
- Buying experience is hassle free
- Customer is in control of the transaction
- Technology makes the process easier
- No hard sales push
- No credit enquiry embarrassments

SEAT



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