

## Delivering high volume incremental sales to car manufacturers

Trilogy's CarBuy Service delivers high volume incremental sales to the car manufacturers, which is extremely crucial in today's challenging scenario of intense competition and concerning macroeconomic environment. The service has made contributions of 5% to 20% in the overall manufacturers sales in its previous engagements.

The service harnesses the power of Internet by utilizing it as a powerful channel for acquiring in-market car buyers. The service transforms the marketing website of manufacturers into a powerful sales channel by empowering the websites with a shopping section (configurator) that drives more visitors to submit a lead besides providing visitors an engaging, easily navigable and world class experience. CarBuy shopping section takes an integrated approach from research to purchase, driving more visitors to submit a lead.

CarBuy uses proprietary lead scoring engine to determine the purchase propensity of the leads and prioritizes them based on which the subsequent follow-up is done with the lead. The scoring and resulting prioritization helps Trilogy lift the lead close rate significantly.

CarBuy.com is a leading automotive portal in India. The experiential website has the best-in-the-class automotive shopping section and provides first-rate user experience to the visitors. Some of the unique features of the website are:

- **Comprehensive content** across 15 brands, 350 trims, hundreds of pages of model specifications, features, photographs and pricing that provides a shopper with a complete understanding of the cars in the consideration set.
- **Right set of user friendly tools** with recommendation engines that allows the discerning shopper to make intelligent and well informed car buying decision that is suitable for her unique needs and requirements.
- **Experiential user experience** through well designed layout and intelligent cross-links across different sections to enable a shopper to effortlessly explore the vehicles of her interest.

Besides online configurator and scoring engine, CarBuy has developed best practices in customer handholding and management that helps it establish a better connect with the customers and improves the lead close rate further. The customer centric process specifically focuses on quick & effective response, building customer trust, handholding/ nurturing customers throughout their purchase timeframe (3+ months) and providing assistance to the customers in a proactive manner resulting in higher customer satisfaction.

Besides delivering “incremental sales” to the manufacturers, CarBuy also provides manufacturers with strategic inputs on brand perception, product development, and online marketing plan derived primarily from the inputs received from the customers.

The shopping section is based on the modular architecture that enables its easy deployment on partner websites, customization as per partner’s preferences and brand attributes and an ability to seamlessly plug it into the partner’s website without sacrificing its identity.



For more information, visit us at [www.carbuy.com](http://www.carbuy.com)