

## INTEGRATING ONLINE EXPERIENCE ACROSS SITES TO SELL MORE CARS

Client: Financing Arm of a Leading Global Automaker  
Service: Online Channel Effectiveness<sup>SM</sup>



CASE  
STUDY

### Improving Account Management Performance

The financing arm of a leading global automaker sought to increase adoption and utilization of online account management and demonstrate the impact of financial services on owner loyalty.

### Benchmarking Performance and Customer Satisfaction

Compete's Online Channel Effectiveness<sup>SM</sup> service was configured to meet the client's specific business goals. Online account management penetration and usage was benchmarked across rival OEMs, assessing factors such as retention/churn rates and online loan payment penetration. Behaviorally targeted surveys were developed and fielded online to determine customer satisfaction and future purchase intent. And in-brand and out-of-brand vehicle shopping activity among account managers was observed to quantify loyalty and/or promiscuity.

### Identifying a \$25 Million Profit Opportunity

So what happened? Compete identified a potential \$25 million profit opportunity from the integration of financial and owner services through creation of a seamless account management site. This provided a compelling business case and a new roadmap to prioritize account management and marketing tactics to integrate vehicle sales and financing online.

**Compete benchmarked online performance and customer satisfaction across competitive OEMs to help a global automaker develop a data-driven business case for integrating their customers' online owner and financial services accounts.**



#### Contact Us

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to learn how the Online Channel Effectiveness<sup>SM</sup> service could deliver online growth and channel strategies for your business. Or call Sales for details at (617) 933-5600.