

CLICK, SHIFT, DRIVE - WIPRO'S SOLUTION FOR CONTACTLESS CAR BUYING

WHO WE ARE

ABOUT WIPRO

We're a Platinum-level Salesforce Partner, helping automotive OEMs close the experience gap for their employees, dealers, and customers.

WHY WIPRO?

Our Click, Shift, Drive solution creates an Amazon-like Marketplace experience where consumers can configure and search for nearby car models from local dealer inventory, visualize the car in their driveway, schedule a contactless test drive, and complete an online purchase - including paperless car financing - all from the comfort of their own home.

OUR NUMBERS

5,000+ Salesforce Projects Delivered	100+ Countries	2,500+ Consultants
7,400+ Certifications	3x Faster Implementation	2,100+ Happy Customers



AUTO INDUSTRY TRENDS

SHIFTING TO ECOMMERCE

In recent months, customers are changing the way in which they purchase cars. Over 61% of US car shoppers are open to buying a car digitally, of which nearly 30% have changed their minds post pandemic.

STABILIZE DEALER NETWORK

The pandemic has adversely impacted dealership visits. Enabling online car buying encourages traffic to dealerships, resulting in increased auto sales.

BUILDING STRONG RELATIONSHIPS

Building strong relationships increases the total lifetime value of the customer by leveraging a unified view and providing the customer with personalized recommendations.

AUTO ECOMMERCE NECESSITIES



- Car Configurator and Inventory Search
- Access to Dealer Pricing and Incentives
- Cross-Sell and Upsell Parts and Services
- Trade-in Options
- Auto Financing
- Pain-Free Checkout and Touchless Delivery
- Seamless Integrations
- Mobile-First Experience

SOLUTION OVERVIEW

THE CUSTOMER JOURNEY STARTS HERE



- Customer enters OEM site, has the ability to search dealer inventory and customize a new vehicle of their choice.



- Adds vehicle to shopping cart and selects convenient pick up location or touchless delivery.



- Option for instant trade-in offer
- Selects method of payment with financing options



- If cart is abandoned, Salesforce Marketing Cloud leverages customer data to remarket and offer incentives

As consumers adjust their way of living amid the pandemic, their buying behavior has changed right along with it.

Automotive companies recognize this trend in consumer behavior and are seeking solutions to make the car buying experience more digitally focused.

Wipro's Click, Shift, Drive solution leverages Salesforce Commerce Cloud and Salesforce Marketing Cloud to create seamless interactions between OEM's, dealers, and consumers.

SOLUTION BENEFITS

CUSTOMER BENEFITS

- Ease of purchase with omni-channel buying experience
- Time saving
- Less pressure to buy compared to dealership experience
- Safe and socially distant purchasing
- Sense of control during purchasing process

OEM AND DEALER BENEFITS

- Deliver enhanced tailored experience to the consumers
- Personalized relationship with customer
- Gain deep customer insights to influence marketing efforts
- Streamlined operations across OEMs and dealers
- Opportunities to upsell and cross-sell based on buyer behavior
- Faster time to market, supports localization, scalable solution
- Industry-standard solution that is future proof

22% of buyers use social media as a vehicle shopping source.

More than half of buyers want to be able to buy a car from their home.