



Mazda MyWay changing the way customers buy cars

What did Mazda want to achieve?

Mazda needed to sell more cars in London. Customers' expectations of convenience and service levels demand alternatives to the traditional dealership – research shows that customers want an informative, convenient, non pressurised approach to car buying and not the current trading style offered by many existing dealers.

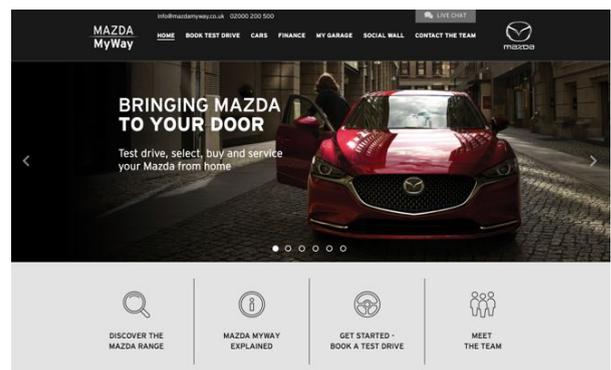
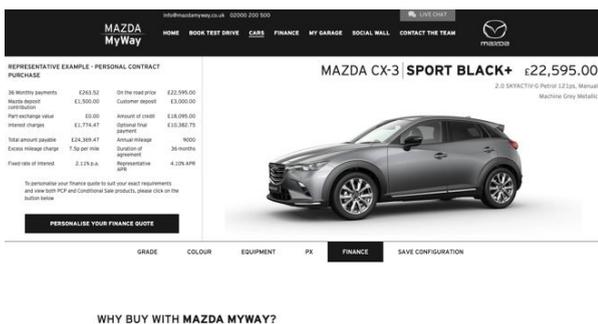
The rise of e-commerce across all market sectors – customers are better informed and seek the convenience of an online solution. The economics of investing in a brick and mortar dealership did not make financial sense for a small volume brand.

London Interactive Marketing (LIML) developed a proposition for Mazda to transform their 'go-to-market' offering in London and offer a unique customer proposition that delivered brand recognition, consideration and sales along with the best customer experience.

How did Digica help LIML to transform Mazda's car retailing operation in London?

Mazda wanted to transform their retailing offer in London. They wanted a business transformation solution that would stand-out from other car manufacturers, delivered the highest levels of customer satisfaction, was fast to roll-out and would be operational within a very short time-frame.

Working together with LIML, in 6 months we jointly developed and delivered a customer journey that integrated digital tools into an outstanding customer proposition that could be supported by the existing dealer network, developed all the digital applications, recruited and trained a team of Mazda Brand Champions, trained the dealers and went live on the day we promised.



Would love to talk about your challenges and see if we could help you achieve your objectives. Feel free to get in touch:

What was our solution?

We developed an easy to use test drive booking process that delivered to the customer the car of their choice to the customer's home or office for a test drive, the ability to configure their optimum car, save it to a 'My Garage' account and evaluate monthly costs using a dynamic finance calculator.

The Mazda Brand Champions had an app on their tablet which allows them to conduct an appraisal of the customer's existing car which is uploaded to the Customer's 'My Garage' account area.

When the customer is happy with their selection, they send the request for the new car and their part exchange car to 4 supplying dealers around the M25. The dealers were notified of the quote request and logged into the system to respond with their best quote. There was also an option for the dealers to configure an automatic pricing algorithm.

The customer then reviewed and accepted a quote and the sale and any finance documentation was completed and the car delivered to the customer.

The system is seamlessly integrated with Salesforce which allows Mazda and its agency to have a complete picture of the customer and their Mazda journey.



What did LIML and Digica achieve?

Mazda is a small brand with low awareness, consideration and sales. In London with no representation for the past 15 years, sales were at rock bottom.

MAZDA Brand awareness in London increased significantly since the programme inception with brand positioning/positivity almost doubled.

Within 18 months the new approach had achieved a sales level equal to Mazda's national market share.

We delivered 1,500+ test drives across London that resulted in 520+ sales in a territory that Mazda had no representation in for over 15 years.

We consistently recorded the highest net promoter and Customer Satisfaction scores across the whole Mazda dealer network.

What did customers think of the service?

They loved it. The technology was simple to operate and seamlessly integrated with the Mazda Brand Champions processes which delivered an outstanding customer experience.

Mazda Motors UK Managing Director Jeremy Thomson, *"the team have succeeded in delivering a unique and first-class customer experience and it's this ability to surprise people with a truly personal car buying experience that sits at the very heart of the Mazda MyWay concept"*.

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