CASE STUDY

E-COMMERCE SOLUTION INCREASES CAR DEALER SALES

Client Background

Our client's online store provides customers with a reliable search tool to buy and sell vehicles. Its services are aimed at professional car dealers and private customers. In Germany, 31,000 dealers use the client's product.

Business Challenge

From the beginning, user friendliness was a top priority. A clear structure and simple navigation will give sellers the ability to quickly and easily place advertisements—with up to twelve photos—in the database.

Potential buyers need the ability to limit search results based on their individual preferences and obtain customized offers with just a few clicks. Additionally, the extensive database provides customers with a market overview and pricing information, which is a good basis for fair negotiations.

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Project Description

The client consulted with SoftServe to rebuild their existing e-commerce solution to help car dealers struggling to increase sales. In order to meet the client's needs, the SoftServe team:

- Added new features designed to increase sales
- Integrated credit functionality (via bank)
- Included the ability to lease cars (via bank)
- Added a built-in car configuration wizard
- Integrated with new car suppliers
- Added the ability to display car catalog web pages with different styles to embed into third party sites

Technology Stack

- PHP
- MySQL
- Magento eCommerce
- Yii

- HTML
- CSS
- JavaScript
- JQuery

Value Delivered

As a result of the project, the client's e-commerce solution's usability improved and the startup became a profitable business. Additionally, the site won an ADAC award from a popular German magazine for the best cars e-commerce solution.

ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation—from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience are built on a foundation of empathetic, human-focused design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy—No matter where you are in your journey.

Visit our **website**, **blog**, **Facebook**, **Twitter**, and **LinkedIn** pages.

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