

Case Study: OneDealer™ automotive retail suite

Kosmocar moves its dealer networks into the digital era with OneDealer™

Established in 1970, Kosmocar is an official importer and distributor of VW, Audi and Skoda automobiles. Having operated from their base in Greece for over forty-seven years, this innovative company has established a wealth of trust with its customers across its 120 authorized dealers.

To address the challenges of an evolving, digital automotive landscape, Kosmocar turned to OneDealer's **Digital Sales Workplace** platform.

Enabling them to offer real-time servicing availability and more relevant offers for customers, **OneDealer™** has enjoyed immediate adoption by Kosmocar staff, while increasing lead conversion and providing a modern infrastructure for the business.





Organization

Kosmocar S.A.

Headquarters

Athens, Greece

Industry

Automotive Importer & Distributor

Brands



The Company

120 authorised dealers

>200 employees

Products and services

- Importer & distributor of new vehicles and spare parts
- Used vehicles - Das WeltAuto and Audi Approved: plus
- Luxury Hire by Kosmocar

Website

www.kosmocar.gr



Objectives

By adopting the OneDealer solution, Kosmocar expected to address the following objectives:

- Promote sales best practices across the connected dealers' network
- Digitally transform the sales process to achieve a consistent look and feel during the customer journey;
- Implement an intuitive online service booking experience with visible, transparent pricing;
- Gain ease-of-use and a workflow-based user experience;
- Transform salespeople into trusted advisors and reduce employee workloads; and
- Create opportunities for added value sales that increase the satisfaction of customers.

With the above objectives, Kosmocar expected to become increasingly customer-focused, improve connectivity throughout the business, identify more sales opportunities and boost staff productivity.

Why OneDealer™?

Kosmocar chose OneDealer to deliver their next generation automotive platform due to its experience in the the automotive sector and the fact the platform can act as a hub for an interconnected dealership network.

OneDealer's modular approach allows Kosmocar to easily expand and take full advantage of the digital marketplace as their business grows.

Conclusion

The OneDealer platform has been broadly implemented across the entire Kosmocar network, and has enjoyed 100% user acceptance after just half a day of training.

The implementation took place in phases, with VW being the first brand to trial the Digital Sales Workplace. Following this pilot, the next steps were as follows:

- Audi and Skoda brands were brought on board and the user base widely expanded
- Feedback was obtained from users to further align functionality with business requirements and integrate with Office 365

Customer testimonial

“

The OneDealer team has a clear understanding of the need for digital transformation in the automotive retail industry. The fully tailored Digital Sales Workplace solution has helped us gain control over the sales process and automate critical dealership business functions. Employee acceptance has been beyond our expectations from day one. OneDealer seamlessly incorporates the VW standards such as the RSE Philosophy and can be integrated with VW's Group Services.

”

*Christos Drakos,
IT Manager, Kosmocar S.A.*

Benefits

- An overriding benefit for Kosmocar following the implementation of OneDealer™ was a very high level of user acceptance after an extremely short training time.
- The customer experience during the sales process is now far more consistent across all channels, while employees are empowered by a workflow that encourages a proactive, autonomous approach to working and minimizes communication leaks.
- OneDealer™ has provided Kosmocar with the digital infrastructure from which to address current and future automotive challenges, from the connected car to car sharing and much more





No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of OneDealer™. The information contained herein may be changed without prior notice. Some software products marketed by OneDealer™ and its distributors contain proprietary software components of other software vendors. National product specifications may vary. These materials are provided by OneDealer or a OneDealer™ affiliate company for informational purposes only, without representation or warranty of any kind, and OneDealer™ or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for OneDealer™ or OneDealer™ affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any.

Nothing herein should be construed as constituting an additional warranty. In particular, OneDealer™ or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and OneDealer's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by OneDealer™ or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forwardlooking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forwardlooking statements, and they should not be relied upon in making purchasing decisions.

OneDealer™ and other OneDealer™ products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of OneDealer™ (or a OneDealer™ affiliate company). All other product and service names mentioned are the trademarks of their respective companies.

Get in touch:

www.onedealer.com

Wallersheimer Weg 50-58

56070 Koblenz, Germany

Tel.: + 49 261 988480

E-mail: info@onedealer.com

