



REVOLUTIONIZING AUTOMOTIVE RETAIL

INTRODUCTION

Carasso Motors is a renowned automotive company with a rich history that dates back to pre-established Israel. Since securing its first import agreement with General Motors in 1933, Carasso Motors has evolved into a multi-billion-dollar company, publicly traded on the Tel Aviv Stock Exchange (TASE). Today, it stands as one of the leading automotive importers in the country, known for its wide reach, established roots, and impeccable reputation among the population.

EXPANDING REACH AND ADAPTING TO CHANGES

As a growing company, Carasso Motors continues to forge import agreements with various car manufacturers from around the world. Its ability to secure partnerships with renowned brands is a testament to its industry expertise and strong relationships within the automotive community. What sets Carasso Motors apart from its competitors is its agility in adapting to changes and embracing new opportunities in the ever-evolving automotive landscape.

NAVIGATING THE CHANGING LANDSCAPE

Recent changes in the Israeli government's rules and regulations surrounding automotive imports have created a surge in competition. This development has paved the way for the entry of new brands into the Israeli market. Carasso Motors, quick to recognize the potential for growth, seized the opportunity and obtained a series of new import licenses. One such partnership was formed with an up-and-coming car manufacturer from China called Chery.

PARTNERING WITH CHERY - EMBRACING INNOVATION

Chery, led by President and Chairman Yin Tongyue, is a brand that embodies technological advancement and a strong focus on consumer experience. Yin Tongyue describes Chery as a brand committed to providing better products and services through continuous innovation and resource integration. Carasso Motors, driven by Chery's vision, understood the need to think outside the box when developing their go to market and sales strategy.

MEETING THE CHALLENGES OF A DYNAMIC INDUSTRY

In an industry where trends and regulations change rapidly, automotive importers face the dual challenge of keeping up with the latest trends while complying with strict regulations imposed by governing bodies. Carasso Motors recognizes the importance of staying ahead of the curve and continuously adapting to meet customer demands and industry requirements. From advertising cars to the public to presenting them in showrooms, every aspect of the business is subject to a unique set of rules that are constantly evolving.

THE LIMITATIONS OF TRADITION AND THE AMBITIOUS GOAL

Traditionally, Carasso Motors would place large informational pamphlets on stands adjacent to each car in the showroom. These pamphlets aimed to provide customers with detailed information about the vehicles, covering aspects such as price, emission levels, and specifications. However, these pamphlets often proved to be difficult to read, lacked comprehensive information, and were generally unintuitive in their presentation.

Recognizing the need for a more effective way to showcase the exceptional qualities of each car and provide comprehensive information to potential customers, Carasso Motors set an ambitious goal. The company aimed to create an innovative informational kiosk that would revolutionize the showroom experience. This informational kiosk would consolidate all relevant details about the vehicles and present them in an intuitive and user-friendly manner. By achieving this goal, Carasso Motors sought to enhance customer satisfaction, streamline the sales process, and elevate its overall brand image in the highly competitive automotive market.

DEVELOPING A CUTTING-EDGE INFORMATIONAL KIOSK

To turn their vision into reality, Carasso Motors partnered with ReaLo, an expert in digitizing retail spaces. The research and development teams at Carasso Motors and ReaLo collaborated closely to develop an intuitive app that would serve as the backbone of the smart informational kiosks. This app allows users to access comprehensive information about each vehicle, and it provides the flexibility to remotely update and modify information in accordance with regulations. The joint efforts of the teams resulted in a groundbreaking solution that met Carasso Motors' requirements and exceeded expectations.

SEAMLESS CONTENT UPDATES AND ADAPTABILITY

ReaLo's expertise in software development played a crucial role in creating a seamless experience for Carasso Motors' showroom employees. In a dynamic showroom environment where car models frequently change positions, the ReaLo R&D team developed a sophisticated system that ensures the informational kiosk content remains up to date and accurately reflects the vehicles on the showroom floor. By simply entering the car model ID to the adjacent kiosk, the content automatically adjusts and conforms to the specific design template meticulously crafted by ReaLo's in-house boutique studio. This level of adaptability allows employees to effortlessly present customers with the most relevant information and deliver an exceptional customer experience.

EXPANDING THE CAPABILITIES OF THE INFORMATIONAL KIOSK

Recognizing the potential of the interactive informational kiosk, both Carasso Motors and ReaLo continued to explore ways to enhance its capabilities. Beyond presenting information about the vehicles, the informational kiosk became a powerful tool for sales agents. Promotional assets such as videos and competitor comparisons were incorporated into the kiosk, empowering sales agents to deliver persuasive pitches and increase their closing ratios. Moreover, Carasso Motors leveraged the informational kiosk to provide customers with a deeper level of transparency and understanding of their products and their capabilities.

LEVERAGING DATA TO ENHANCE THE CUSTOMER EXPERIENCE

ReaLo's motto, "Don't leave data on the floor," encapsulates the importance of collecting, analyzing, and reporting information gathered from any display. Through this specific kiosk, Carasso Motors could gather valuable data on customer interactions, such as which sections were viewed more frequently and the average viewing time. This actionable information allowed the ReaLo team to take proactive measures and adapt the kiosk to better suit Carasso's specific customer needs. By harnessing the power of data and analytics, Carasso Motors gained insights to optimize the customer experience and improve sales conversion rates.

EXPANDING DIGITIZATION EFFORTS FOR FUTURE GROWTH

Impressed by the success of digitizing their new brand, Chery, Carasso Motors made the strategic decision to commission the digitization of the remaining brands they import. The process began with Nissan and Renault and aims to have all other brands digitized by the end of next year. This expansion of the digitization initiative demonstrates Carasso Motors' commitment to embracing technological advancements and providing their customers with a seamless and immersive retail experience.

A VALUABLE PARTNERSHIP

The partnership between Carasso Motors and ReaLo has proven to be a remarkable success story, transforming the automotive retail landscape in Israel. By leveraging innovative technology and a customer-centric approach, Carasso Motors has solidified its position as a leading automotive importer. With a shared vision for growth and a commitment to continuous improvement, Carasso Motors and ReaLo are poised for a future where digitization and innovation redefine the automotive retail experience.