



CASE STUDY

Benchmarking the Technologies and Software of Used Car Platforms





Client

A Consulting Firm



Industry

Automotive



Solution

Competitive Benchmarking



Region

Africa





OBJECTIVE AND SCOPE

The client, a global consulting firm was working for a company developing its used car platform (the 'end client') and required Benori's support to understand the technologies used by the online used car platforms across select markets with in-depth information on the following:

- Technologies and related software used for the entire customer journey and interface for select platforms
- Digital tools comparison across the value chain including inspection, evaluation, etc. along with the associated cost and development time wherever applicable





APPROACH

We conducted extensive secondary research and in-depth primary interviews with senior technology executives working in the used-car companies to understand the technologies involved across the value chain. We also provided insights on digital tool interventions while sourcing as well as retailing a car with emphasis on UI/UX, front-end and back-end frameworks and languages, APIs, security layer and data sources.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**

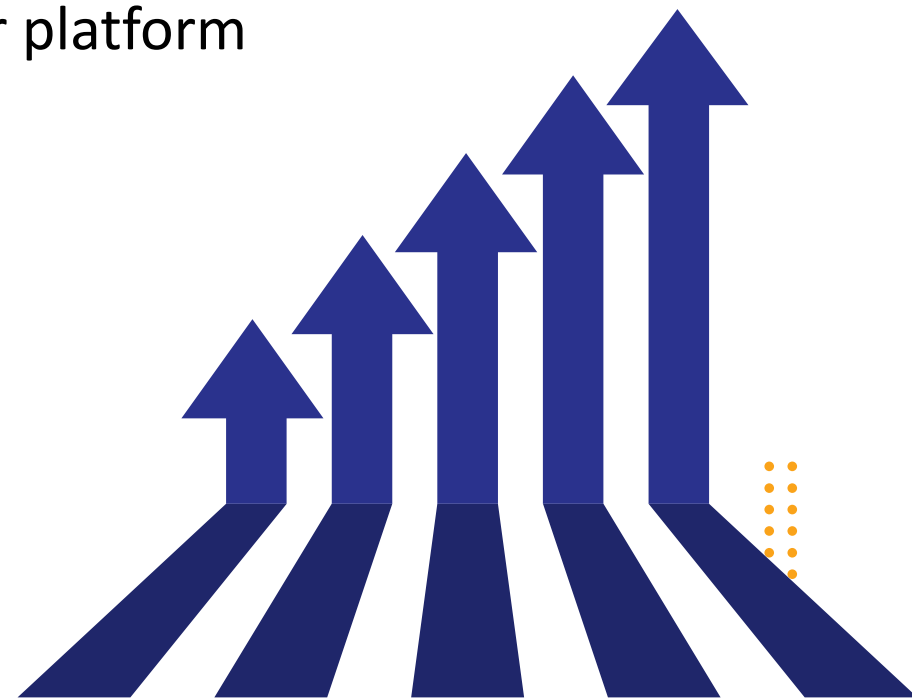




Impact

Our research helped the client in:

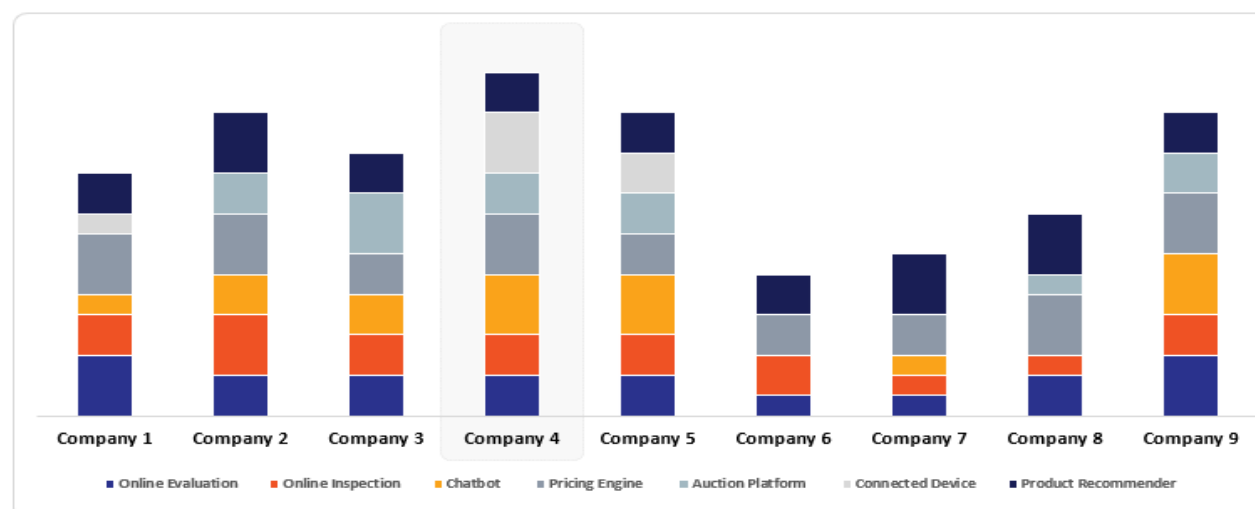
- Gaining an understanding of the technologies and software involved in various stages of the customer journey while buying or selling a used car as well as the after-sales support and communication
- Benchmarking the key players in the used-car platform for their digital tools' adoption across the value chain
- Understanding the technology enhancements pre and post covid
- Formulating a strategy for incorporating the most effective solutions into their platform



Sample Output

Digital Interventions across Value Chain							
Tools	Online Evaluation	Online Inspection Tool	Chatbot	Online Pricing Engine	Auction Platform	Connected Devices	Online Product Recommender
Tool Deployment Status	✓	✓	✓	✓	✗	✗	✓
Digital Implementation	<ul style="list-style-type: none"> Car Overview Inspection Report Dent Map Finance Options 	<ul style="list-style-type: none"> Physical as well as image/video inspection 	<ul style="list-style-type: none"> Integrated chatbots, email and call 	<ul style="list-style-type: none"> Star price engine 	<ul style="list-style-type: none"> Has an auction strategy to move unsold inventory to dealers 	<ul style="list-style-type: none"> Acquired AI-powered connected car startup, xx to leverage its end-to-end connected car technology suite 	<ul style="list-style-type: none"> Advanced Filters Websites, Apps and Search engines
Platform Details	<ul style="list-style-type: none"> Provides an interactive 360-degree view of the car by using high-definition images 	<ul style="list-style-type: none"> Image processing using AI and ML to check the car's condition and generate a score/rating 	<ul style="list-style-type: none"> Basic chatbots based on decision trees 	<ul style="list-style-type: none"> A patented AI tool with data-driven pricing using dynamic data points 	<ul style="list-style-type: none"> Manual 	<ul style="list-style-type: none"> Provide detailed intelligence on the car's health and performance 	<ul style="list-style-type: none"> Tracks and collects usage and activity information
Technology	<ul style="list-style-type: none"> Technology 1 Technology 2 	<ul style="list-style-type: none"> Technology 3 	<ul style="list-style-type: none"> Technology 4 	<ul style="list-style-type: none"> Technology 1 Technology 2 	<ul style="list-style-type: none"> Technology 3 	<ul style="list-style-type: none"> Technology 2 	<ul style="list-style-type: none"> Technology 1 Technology 2

Technology Benchmarking: Digital Tools across Value Chain



About us:

Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

Powering Growth Through Knowledge

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