

# *Using Video-Enhanced Digital Retail to Improve Lead Conversion*

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**A2Z** SYNC  
*Accelerating auto retail*

# *How Are **Frictionless** Customer Experiences Created?*

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**Designing a  
frictionless experience  
starts with asking  
customers what they  
want**



# ***Digital Retail... Or Video Enhanced Digital Retail?***

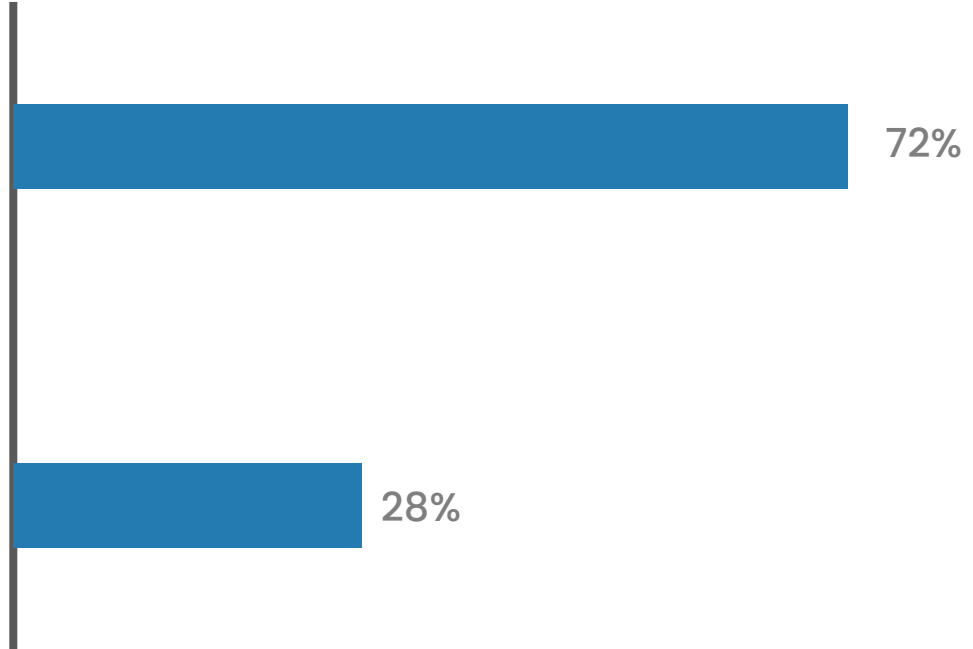
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# WHEN GIVEN A CHOICE, CONSUMERS, BY A 3:1 MARGIN, PREFER ONLINE ASSISTED IN-STORE CAR BUYING OVER A PURELY AMAZON STYLE EXPERIENCE



If you had to choose, which method for car purchasing/leasing would you prefer?

- ▷ **Online-assisted in-store experience**  
An online tool that helps me save time at the dealership by letting me select a car, get pricing and payment information and then start the paperwork process from home. You'd have to finish the paperwork and pick up the vehicle at a dealership.
- ▷ **Amazon-style online only experience**  
A completely online, Amazon-style purchasing experience, including paperwork done online that eliminates the need to visit the dealership.



# ***The Solution:***

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## Video-Enhanced Digital Retail:

- ▷ Face-to-face interaction with your customers anytime, anywhere
- ▷ Real-time video
- ▷ Branded app
- ▷ No download needed
- ▷ **Frictionless** customer experience

The tablet screen shows a mobile application interface for calculating car payments. The main content area is titled "CALCULATE PAYMENTS" and includes the following sections:

- Deal Type:** Finance
- Deal Details:** New 2021 Honda CR-V | Touring. MSRP: \$35,945.00, Discount: -\$2,019.00, Your Price: \$33,926.00. Stock: ZH93147, VIN: 7FARW2H68D422016, OGC-20018D-1036WD-3833CP.
- Payment Terms:** Term: 60 months, Rate: 4.99%, Down Payment: \$2,000.00, Estimated Credit Score: 740. Monthly Payment: \$713.46. Due at Signing: \$2,046.41. Plus your Trade Vehicle Title. Honda Motor Credit Corp.
- Deal Breakdown:** Mileage: 32,567, Full basic Warranty: checked, In-Service date: MM/DD/YYYY, Days to First Payment: 45.
- Customized Options:** Accessories: \$0.00, Products: \$2,498.00.
- Trade & Rebate:** Est. Total Trade: \$700.00, Rebates: \$500.00.
- Taxes & Fees:** Total Taxes: \$1,635.69, Total Fees: \$46.41, Due at Signing: \$46.41.

At the bottom of the screen, there is a navigation bar with icons for Turn On Camera, Mute, Present Screen, Share Link, Settings, and Chat. A red "Leave" button is also present. The MVPAUTOMOTIVE logo is in the bottom left, and "Powered by: A2Z SYNC" is in the bottom right.

On the right side of the tablet, there is a video call interface with three participants:

- Joseph Garret:** A man with glasses and a beard, wearing a blue shirt.
- Christina Garret:** A woman with long red hair, smiling.
- Derek Hunt (You):** Represented by a grey profile icon.



# From Online to In-Store One Tab | One Screen | One Person



*The Power of **ONE***

**Giving customers a frictionless experience requires rethinking, retooling and restructuring the entire sales process from the ground up.**

***Thank you!***  
***Tori.Morandi@a2zsync.com***

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