

... CASE STUDY

# Enabling Omnichannel Retail Experiences



A major OEM needed to elevate their dealers' omnichannel experience to attract and convert online shoppers.

## Challenge

As more auto buyers opt for online shopping experiences, dealers are investing in digital selling tools to meet shifting expectations. For one major brand that investment wasn't paying off, as managers struggled to close process gaps and provide a seamless omnichannel experience.

## Solution

GP Strategies® recruited and trained a team of digital retail coaches and developed a consulting protocol including Virtual Scorecard, current state process mapping, future state visioning, gap analysis and action planning.

When the pandemic hit in Q1 of 2020 and in-person dealership visits were not possible, GP coaches pivoted swiftly to virtual platforms such as Zoom to conduct consulting and coaching sessions.

GP also produced a series of virtual workshops introducing the larger dealer body to best practices for omnichannel success, jumpstarting their transition to digital sales.

## RESULTS

Sales **outpaced** the industry, including **year-over-year gains** despite COVID-19

