

TrueCar: Transforming The Car Buying Experience

Analysis

1, Digital Business Strategy
 2, Competitor analysis and SWOT analysis
 3, What I can do

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Company	Market Share	Revenue	Profit
Company A	15%	\$1.2B	\$0.2B
Company B	20%	\$1.5B	\$0.3B
Company C	10%	\$0.8B	\$0.15B

SWOT Analysis	What I can do
Strengths	Focus on digital marketing and customer experience.
Weaknesses	Improve operational efficiency and reduce costs.
Opportunities	Expand into new markets and product lines.
Threats	Monitor competitors and adapt to market changes.

US Design	Leadership
US Design	Leadership
US Design	Leadership
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US Design	Leadership

Strategic Plan

1. Vision and Mission

2. Objectives and Key Results

3. Initiatives and Projects

4. Resource Allocation

5. Risk Management

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Shop Online

A World Of Carsharing

Market Penetration

1. Increase market share

2. Expand into new markets

3. Diversify product lines

4. Improve customer loyalty

Our Business Strategy

1. Increase market share

2. Expand into new markets

3. Diversify product lines

4. Improve customer loyalty

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Market

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Thank you

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Our Business Strategy



- 1, Increasing operation efficiency
- 2, Investing into UX design
- 3, Investing in technology

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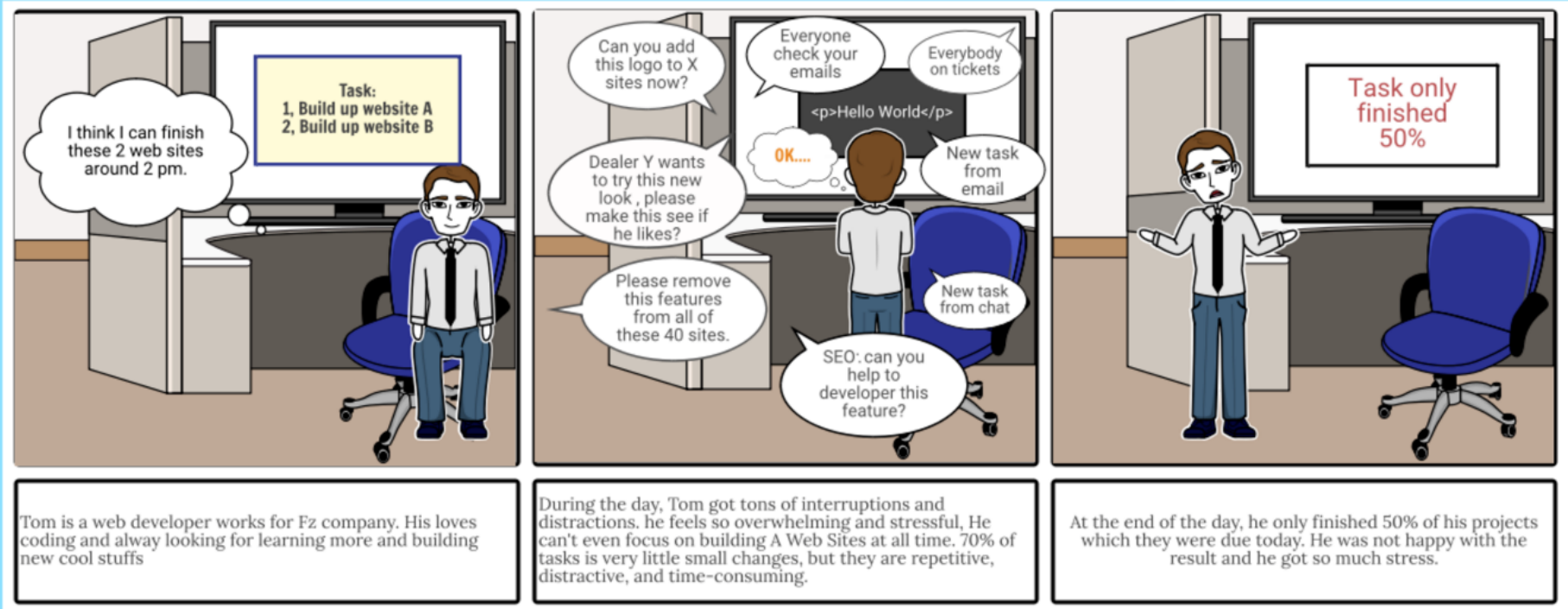
Internal (process)



Lean Management

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One day work at Fusionzone



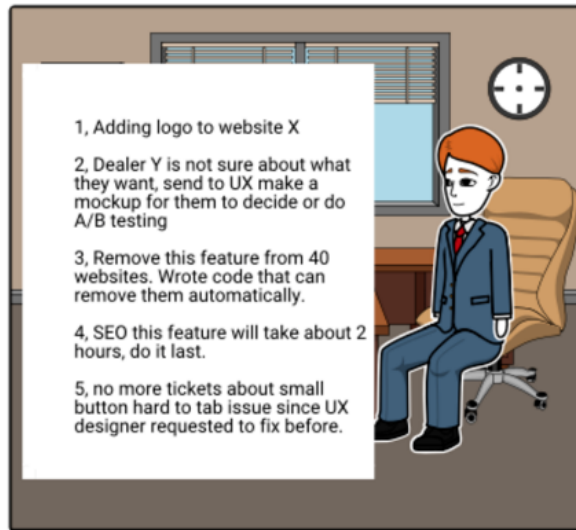
- Distractions
- Repetitive tasks
- Lack of technology support
- Development waste

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Solutions



At the beginning of the day, Bob and Tom have a short meeting, figure out the most important projects he should be done by today.



Bob gets all the requests, instead of sending requests from chat or email, he can use Trello to micro control the small and trivial tasks. he can also prioritize those tasks. It dramatically reduce the distractions for Tom



Without too many distractions, Tom finished his projects on time. After that, he finished 3 other more tasks from Trello. He feels so productive and motivated at the end of the day and without no stress at all.

Increase operation efficiency (Save costs)

- Use trello to micro control small tasks(Reduce distraction)
- Automate repeatable and repetitive tasks
- UX Designer
- Keep tracking and improving the efficiency and productivity of your employees.
- Less stress Less errors, Happy workers are more productive at works.



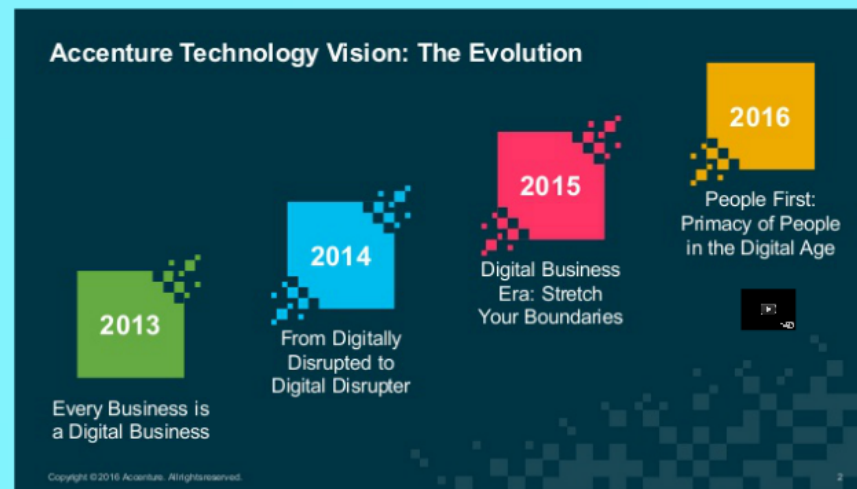
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External

(Understand Customer)



User experience will take over price and product and become the key brand differentiation and value that a company can create for itself.



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Understand Our Users

Car Dealership

- They need software vendors help them serve the industry, to catch up the fast technology changing in digital world to remain competitive.
- They need turn more visitors into customers

Car Buyers

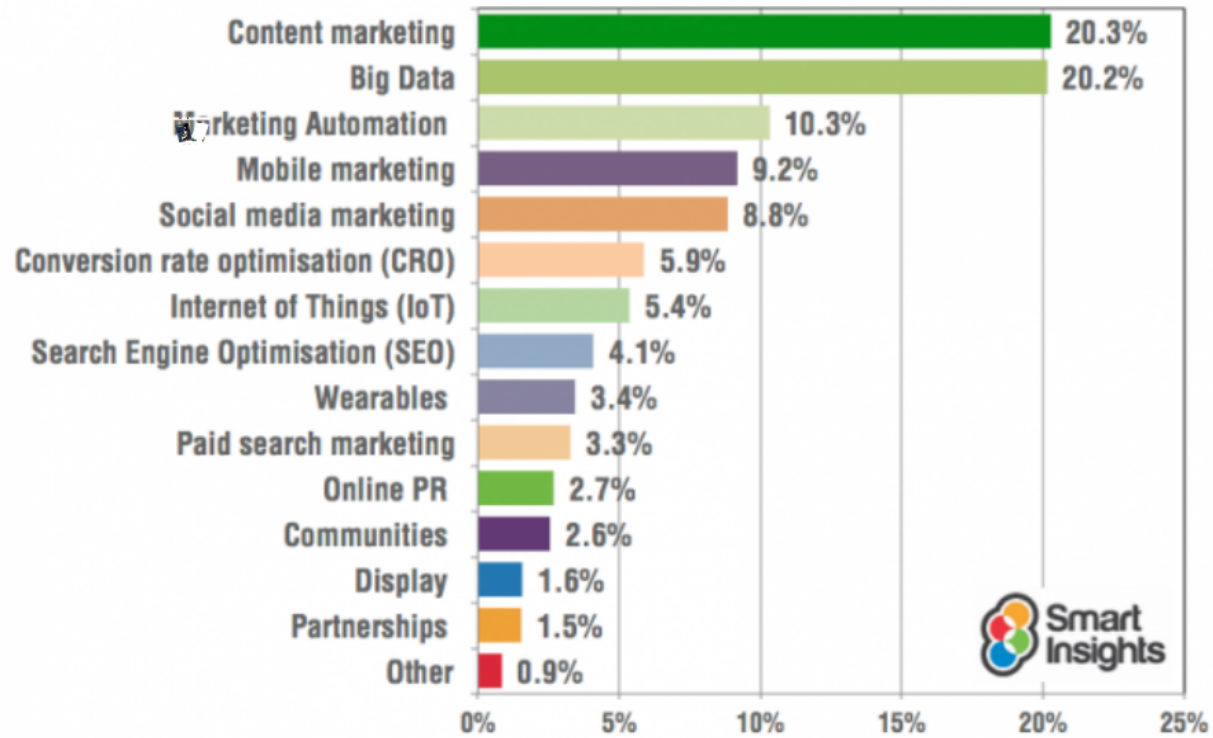
"Buying a car at a dealership is too much of a confusing, high-pressure, unreasonably long process."

- Over 50% of consumers prefer to purchase vehicle without negotiation with salesperson
- 75% of car buyers prefer to work with dealer over internet to purchase vehicle

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Investing into UX

Top-rated digital marketing techniques 2017



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What is UX



- Understand your business
- Understand your customer
- Make the complex easy
- Make things useful, usable and desirable

Why UX?

3 Proven ROI gains from User Experience

1. Reduced bounce rates and increased conversions
2. Lower support calls and costs
3. Higher customer loyalty and repeat business
4. Increased sales and revenue
5. Higher customer satisfaction and brand loyalty
6. Lower customer acquisition costs

85% of users have thought about switching to a competitor because of a bad user experience.

Source: Forrester Research, "The ROI of User Experience", 2015

How Good UX design impact on our website

From 2014 to 2015, we had more than 100% increase in conversions, 3 times as many new customers and 100% more repeat customers.

- Improve website's speed
- 100% conversion
- Clean and clear web design

