



# Omnichannel CX

## Used Cars Study

Estudo Carros Usados

**Miami**  
Nov 2018

# Mystery Shopping

Cliente Mistério

# Similar Car

Carro Similar

# Trade-in Appraisal

Avaliação de Retoma

# Finance Approval

Aprovação de Financiamento

# Test Drive

Teste de Condução







# Trade-In

Retoma

# Omnichannel

**Used Cars Study**

Estudo Carros Usados



**fair**

# Traditional Used Cars Operation

Stand Convencional

## Make My Deal

Compra Carro Online

## Used Car Subscription

Subscrição Carro Usado



# Omnichannel CX

Omnichannel é uma maneira integrada de pensar as relações das pessoas com as organizações. Em vez de trabalhar em paralelo, os canais de comunicação e seus recursos de suporte são projetados e orquestrados para cooperar, construindo uma experiência coerente, em evolução e em vários canais, baseada em conteúdo que vende.



# Off Lease Only

Off Lease Only

# Omnichannel

## Used Cars Study

Estudo Carros Usados

# Savings vs. KBB

Poupanças vs. Kelly Blue Book

# Home Delivery

Entrega Carro em Casa do Cliente

# Get Pre-Qualified

Seja Pré-Aprovado em Segundos

# Hablamos Español

Falamos Espanhol

# Trade-in Get Value

Avalie a Retoma

NEED A USED CAR?



fair logo - Pesquisa Google x (1) WhatsApp x Mensagens para a Web x Automóvel Online x Certidão - 35-LN-19.pdf x Logo Fair - Pesquisa Google x We offer 100% Instant Financing x

https://www.offleaseonly.com/miami-used-toyota-corolla.htm

Search 5,415 Used Cars, Trucks, SUVs, & Vans for Sale! **OffleaseOnly.com** Sales: 855-975-7950 Customer Service: 833-794-5316

En Español THE NATION'S USED CAR DESTINATION Driving Directions

Home Used Cars Financing Warranty Trade-In Reviews Home Delivery Contact Us

Type to search what you're looking for... THE NATION'S USED CAR DESTINATION

Search our inventory to find your dream car today! Found 19 cars Make: A to Z

Miami Toyota (102) Corolla (19) Select Trim Any Transmission Reset Search Compare Vehicles

Show Additional Filters

2017 Toyota Corolla L FWD Compare

One Owner, Balance of Factory Warranty Remaining and MUCH MORE! (One Owner) Backup Camera | Steering Wheel Audio Controls | Bluetooth | Entune | 4 Wheel ABS & Tire Pressure Monitor | Keyless Entry/Save Big. Original Price was \$19,830. Our One

Trans: Variable Ext Color: Super White Stock #: M247532 VIN #: 2T1BURHE9H064541

Mileage: 22,319 Eng Cyl: 4

Photos (34) Location: Miami, FL

OUR PRICE: \$12,999 Kelley Blue Book's Typical Listing Price: \$15,312 SAVINGS! \$2,313

2016 Toyota Corolla LE FWD Compare

One Owner, Balance of Factory Warranty Remaining and MUCH MORE! (One Owner) Backup Camera | Steering Wheel Audio Controls | CVT | Bluetooth | Entune | 4 Wheel ABS & Tire Pressure Monitor/Save Big. Original Price was \$19,630. Sporty yet reliable

Trans: Variable Ext Color: 4Evergreen Metallic Stock #: M247693 VIN #: 5YFBURHE9GP386278

Mileage: 18,207 Eng Cyl: 4

Photos (34) Location: Miami, FL

OUR PRICE: \$11,999 Kelley Blue Book's Typical Listing Price: \$14,755 SAVINGS! \$2,756

2016 Toyota Corolla LE FWD Compare

One Owner, Balance of Factory Warranty Remaining and MUCH MORE! (One Owner) Backup Camera | Steering Wheel Audio Controls | CVT | Bluetooth | Entune | 4 Wheel ABS & Tire Pressure Monitor/Save Big. Original Price was \$19,630. With proven

Trans: Variable Ext Color: Slate Metallic Stock #: M242759 VIN #: 2T1BURHE9G0617321

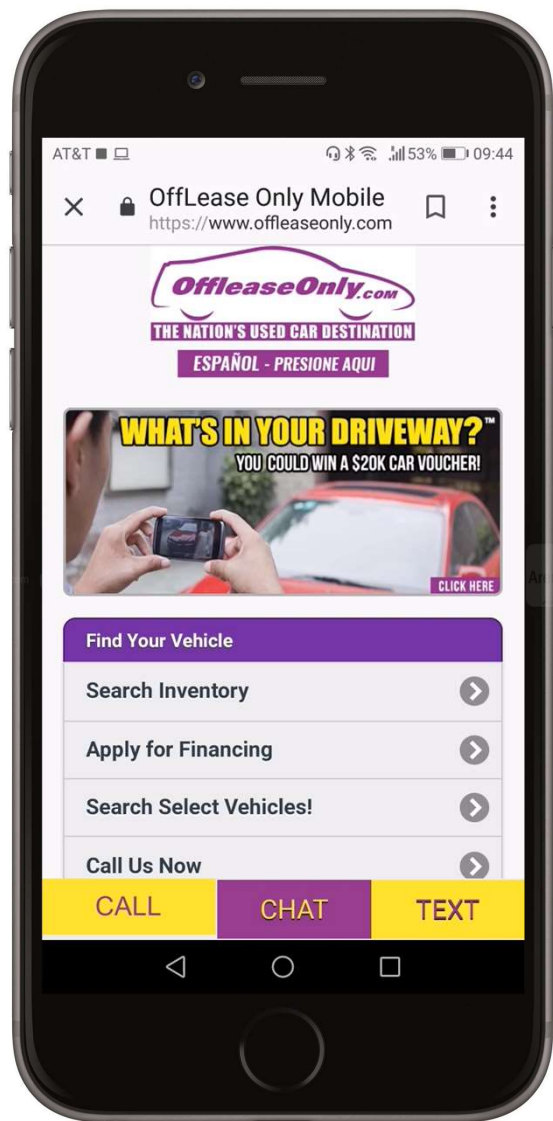
Mileage: 19,775 Eng Cyl: 4

Photos (34) Location: Miami, FL

OUR PRICE: \$12,499 Kelley Blue Book's Typical Listing Price: \$14,886 SAVINGS! \$2,387

2016 Toyota Corolla S Plus FWD Compare





## Site Not Responsive

Website Não é Responsivo

## Mobile, Desktop Diferente Design

Diferente Aparência do Site Mobile para versão Desktop

## Old-Fashioned Design

Design Antiquado

## No Real Photos

Fotos do carro não eram reais





# Showroom Visit Booked by Chat

Marcação de Visita ao Stand feita através de Chat

# Confirmation by Mail

Confirmação recebida por mail

# No one was waiting for us

Não estão à nossa espera

# Car Presentation in a Kiosk

Apresentação do carro num quiosque

# 3h Test Drive

Experimentação do carro durante 3 Horas



# Trade-in Appraisal during Test Drive

Avaliação da Retoma feita durante o Test Drive

# Free Carfax Car History

Histórico no Carro fornecido Gratuitamente

# Buyers Order Worksheet

Proposta de Compra e Venda apresentada em papel

# Negotiation with Sales Manager

Negociação com o Chefe de Vendas

# Phone Follow-Up

Seguimento de Negócio feito Telefónicamente



11/5/2018

Off Lease Only - Miami - Buyers Order

## NEED A USED CAR?



THE NATION'S USED CAR DESTINATION

## WORKSHEET

5580 NW 145th ST, Miami, FL 33054  
Telephone: (561) 222-2277

Deal# \_\_\_\_\_ Date 11/05/2018  
Cust# \_\_\_\_\_ S/person Martha Gomez de Cerna  
Stock# M238749A S/person

Purchaser's Name <b>Jose reinaldo Caporal</b>		Purchase Price <b>\$10,999.00</b>	
Co Buyer's Name		Postage	
Street Address <b>656 Ne 191st</b>		Pre-delivery Service Charge <b>\$299.00</b>	
City, State, Zip Code <b>Miami, FL 33179</b>		Total Cash Price <b>\$11,298.00</b>	
County of Residence		Trade-in Value <b>\$1,500.00</b>	
Residence Phone	Business Phone	Subtotal <b>\$9,798.00</b>	
Cell Phone <b>(786) 332-9426</b>	Email Address	Taxable Amount <b>\$9,877.00</b>	
PURCHASE		Sales Tax 6 <input type="checkbox"/> <b>\$592.62</b>	
Stock # <b>M23874</b>	Year <b>2017</b>	Make <b>Toyota</b>	Model <b>Corolla</b>
VIN <b>5YFBURHE8HP733691</b>		Color <b>GREEN</b>	County Tax 1 <b>\$50.00</b>
Mileage <b>67436</b>		Estimated Tag <b>\$500.00</b>	
TRADE-IN 1 DESCRIPTION		Year <b>2006</b>	Make <b>MINI</b>
Model <b>Cooper Hardtop</b>	Color	Mileage <b>121000</b>	Tag Agency <b>\$79.00</b>
VIN <b>WMWRE33516TJ33758</b>	Payoff Amount <b>\$0.00</b>	Payoff on Trade	
TRADE-IN 2 DESCRIPTION		Year	Make
Model	Color	Mileage	Less DownPayment
VIN		Balance Due Finance or Cash <b>\$11,019.62</b>	
Payoff Amount		THIS IS NOT A CASH RECEIPT	

EXTENDED SERVICE CONTRACT AND FINANCING AVAILABLE WITH APPROVED CREDIT

X \_\_\_\_\_ X  
CUSTOMER SIGNATURE DATE DEALER'S SIGNATURE DATE

This worksheet is an estimate not binding on Dealer or Customer

4158: EntId: 1737686 / ExtId: 2364940

Generated by DealerSocket®

11/5/2018 1:28:17 PM

https://my.dealersocket.com/CRM/PrintOut/PrintAndSave.aspx?url=/FormsDesign/Sockets/Site4158/Forms/.../Standard/PurchaseOrder/po648\_Buys... 1/1

## WHY BUY FROM US?

## • WE ARE USED CARS!

Thousands of cars, trucks, SUV's & vans, priced thousands below retail, is what you can expect to find when shopping our most impressive selection of inventory. You will never have to settle with this type of pricing and selection!



## • QUALITY VEHICLES

Our team of buyers are the most knowledgeable and sophisticated in the industry, and with free Carfax reports, you can feel confident in your buying decision.



USED CAR DEALER

## • SMART PRICING!

We shop every dealer within 1000 miles before we price our inventory to make sure our customers get the lowest price possible.



WE PROUDLY STAND BEHIND EVERY VEHICLE THAT WE SELL!

For more information please visit: www.OffLeaseOnly.com

## Sales Proposal and Brochure

Proposta de Venda em Papel e Brochura





# Carmax

Carmax

# Omnichannel

**Used Cars Study**

Estudo Carros Usados



# Experience Clear and Simple

Experiência de Compra Simples e Clara



## Why Carmax

Porque deve comprar na Carmax

## No Haggle Pricing

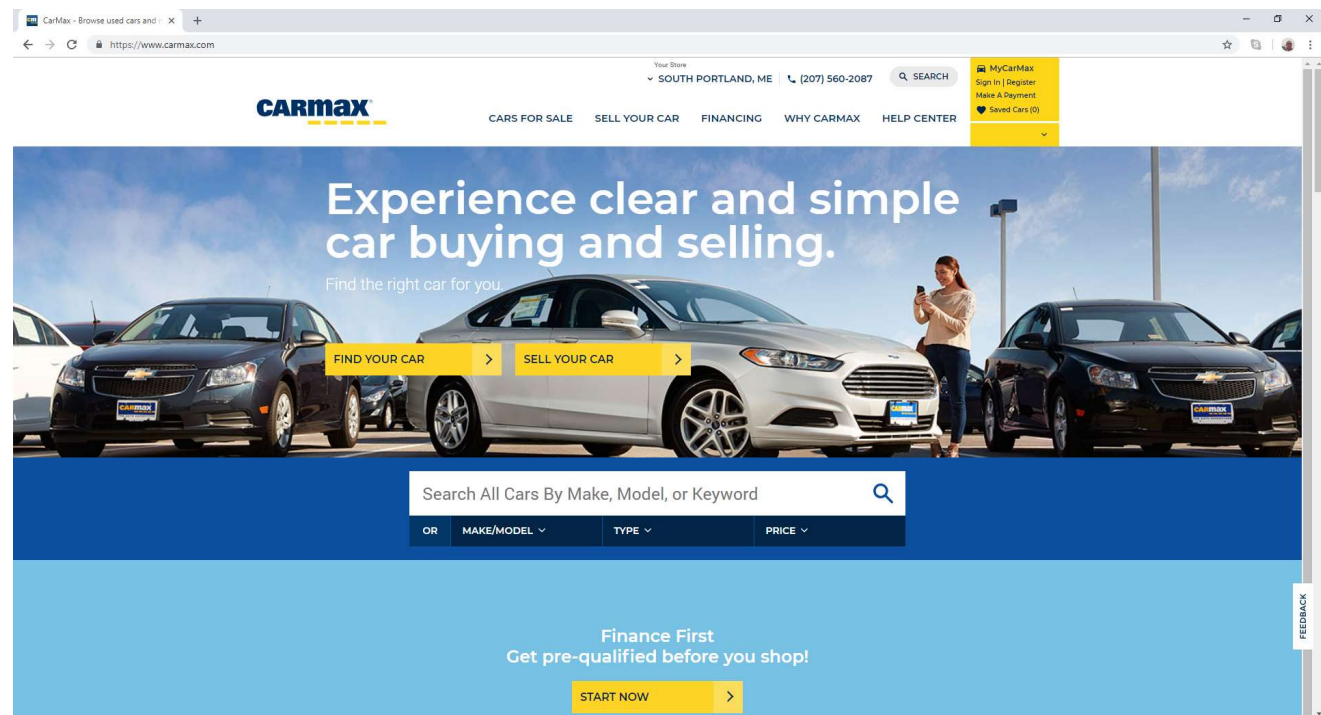
Preço não negociável

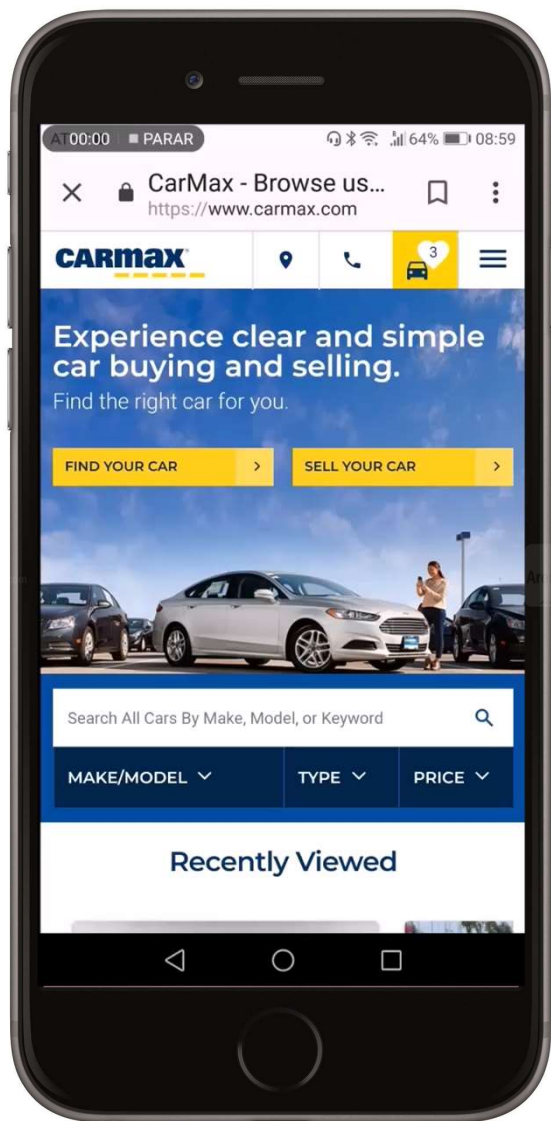
## Trade-In Appraisal

Avaliação de Retoma Online

## Free Hold

Reserva do Carro Online





# Site Responsive

Website Responsivo

# Geographically Referenced

Referenciado Geográficamente

# Browsing History

Guarda o histórico de navegação

# Pre-Qualified Leads

Leads Pré-Qualificadas



# Mobile, Hold On and Teste Drive Booking

Reservamos o carro e marcamos o Teste Drive no Site Mobile

# Custom Confirmation by Mail

Confirmação recebida por mail, Personalizada

# Nicholas Wehby was waiting for Us

O Nicholas Wehby estava à nossa espera para fazer o Test Drive

# Trade-In Appraisal, during Showroom Visit

Avaliação da Retoma feita durante a visita ao Stand

# Test Drive with Salesman

Teste de Condução feito acompanhado pelo Vendedor



# Carmax Appraisal Offer

Proposta para Retoma em papel, válida por 7 Dias

# Clean AutoCheck History Repport

Relatório Autocheck, Limpo

# On Screen Sales Proposal

Negócio apresentado no ecrã do computador

# Other Services Up-Selling

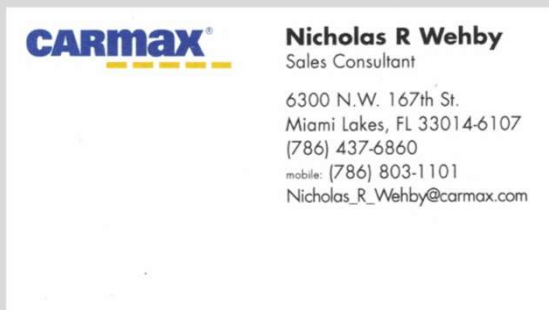
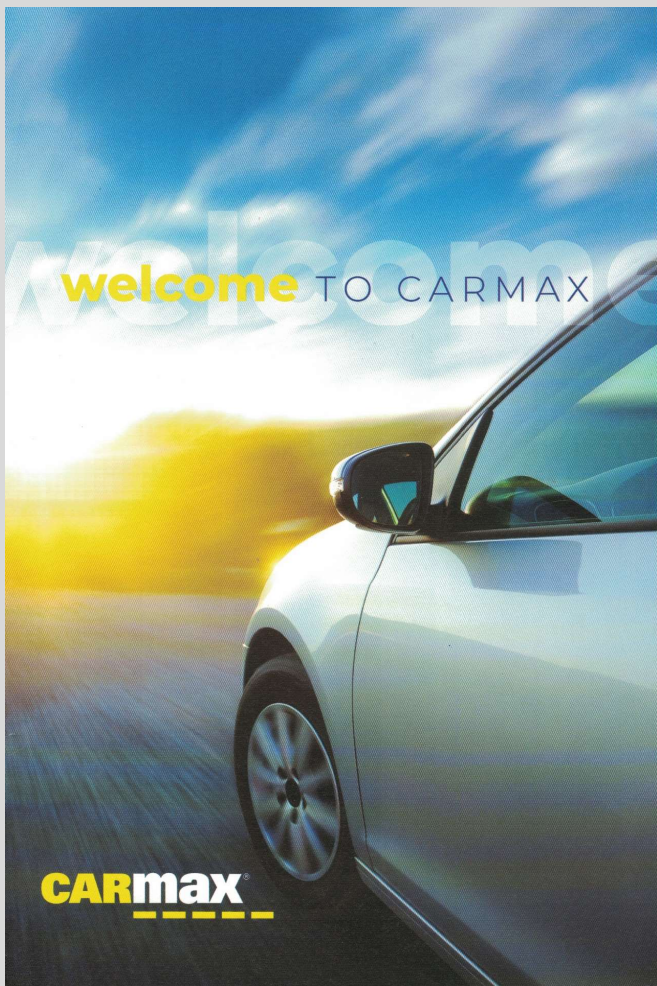
Apresentação de Serviços Adicioanis

# SMS and e-mail Follow-Up

Seguimento por SMS e e-mail







# Wellcome, Brochure and Business Card

Fomos recebido com uma Brochura e Cartão de Visita

CARMAX IS **different**

OWN **your car**  
BUY **your car**  
FIND **your car**  
SELL **your car**  
CARMAX IS **different**

WE TREAT YOU **right**

**Upfront pricing**

You'll see our lowest price on every car up front. There are no hidden fees and you don't have to negotiate to get a fair price.

**Honest, friendly people**

Our Sales Consultants are paid the same no matter which car you buy, so they focus on finding the right car, not the most expensive one.

**Peace of mind**

CarMax stands behind every car we sell with a 7-Day Money-Back Guarantee, Limited Warranty, and free vehicle history and safety recall reports. See your Sales Consultant for details.



# Brochure Interior

Interior da Brochura





# CarMax APPRAISAL OFFER

**Name:** JOSE CAPORAL FILHO  
**Address:** 15901 COLLINS AVE 3705  
NORTH MIAMI BEAC FL 33160  
**Vehicle:** 2006 MINI COOPER 2D HATCHBACK S  
**Mileage:** 120,948 **Engine:** 1.6L  
**VIN:** WMWRE33516TJ33758  
**Color:** GRAY

**Contact:**  
NICHOLAS WEHBY  
7198 - MIAMI LAKES, FL  
**Date:**  
11/05/2018

## FEATURES CONSIDERED

POWER LOCKS  
PANORAMIC SUNROOF  
CD AUDIO  
HARMAN KARDON SOUND  
REAR DEFROSTER  
ABS BRAKES  
FRONT SEAT HEATERS  
SUPERCHARGED ENGINE  
SIDE AIRBAGS  
AUTOMATIC TRANSMISSION  
REAR SPOILER, RUN FLAT TIRES

POWER WINDOWS  
AM/FM STEREO  
AUXILIARY AUDIO INPUT  
AIR CONDITIONING  
CRUISE CONTROL  
LEATHER SEATS  
POWER MIRRORS  
ALLOY WHEELS  
OVERHEAD AIRBAGS

## CONDITIONS ASSESSED 312978

<b>Hood:</b>	Prior Paintwork	<b>Pass Fender:</b>	Prior Paintwork
<b>Front Seats:</b>	Good Condition	<b>Rear Seats:</b>	Good Condition
<b>Carpet:</b>	Good Condition	<b>Transmission:</b>	Good Condition
<b>Engine:</b>	Good Condition	<b>Front Tires:</b>	Good Condition
<b>Rear Tires:</b>	Good Condition	<b>Wheels:</b>	Good Condition

**APPRAISAL OFFER \$1,600**

This offer is valid until the close of business on 11/12/18.

If you purchase a CarMax vehicle while selling us your vehicle,  
you could be eligible for tax savings up to \$96.00

**This offer is good for 7 days** and will be honored at all CarMax stores.

After 7 days, your vehicle will need to be reappraised and the **offer may change.**

## Comments

Over 100k miles. Accident per auto check. Drove well.  
THANKS FOR HAVING YOUR VEHICLE APPRAISED

## Your Appraiser

ANDY L.  
- CarMax Certified Appraiser

We've appraised more than 20 million vehicles. Your appraiser can provide a detailed explanation of how we determined your offer - just ask!

# SELL US YOUR CAR **today!**

## save time and money

AND WALK AWAY WITH PAYMENT IN HAND

When you sell to CarMax, you can avoid the hassles of selling your car yourself: • depreciation • additional car payments • costly advertising • the uncertainties of an unknown buyer (inspections, negotiations, and payment).

**We'll buy your car even if you don't buy ours!®**

## bring these items

TO SELL US YOUR VEHICLE

Title (if it is not with a lienholder)

Valid registration

Valid state-issued photo ID for all titleholders

All keys and remotes (if applicable)

See other side for important details

This is a summary of your order.

## Understand Your Order

Description	Amount
2015 TOYOTA COROLLA #16254612	\$14,998.00
MaxCare 48 MTHS/100K MILES/\$50.00 DED (optional)	\$1,759.00
Taxes, Fees & Other Charges	\$1,118.16
CarMax Processing Fee (not required by law)	\$299.00
Applied Equity	(\$1,600.00)
<b>TOTAL</b>	<b>\$16,574.16</b>

# Proposal On Screen

Proposta apresentada no ecrã





## Your AutoCheck Vehicle History Report

Report Run Date : November 5, 2018 12:45:28 PM EST

### 2015 Toyota Corolla L / LE / LE Plus / LE Premium / S / S Plus / S Premium

VIN: 5YFBURHE3FP222032 Class: Small Car - Economy  
Year: 2015 Engine: 1.8L I4 EFI  
Make: Toyota Country of Assembly: United States  
Model: Corolla L / LE / LE Vehicle Age: 3 year(s)  
Plus / LE Premium / S / S Plus / Calculated Owners: 2  
S Premium  
Style/Body: Sedan 4D



**MULTIPLE OWNERS**  
Calculated Owners: 2



#### Accident Check

Reported accidents: 0



#### Odometer Check

Your vehicle checks out:  
Last Reported Odometer Reading : 54,107



#### State Title Brand and Other Problem Check

Your vehicle checks out:



#### Vehicle Use and Event Check

Specific vehicle use(s) or events  
reported



#### Open Safety Recalls

Reported Recalls: 1

#### This vehicle is eligible for Buyback Protection



Due to the vehicle's history showing no reported major  
state title brands. Click here for terms and conditions  
and to register your vehicle.



# Clean AutoCheck Report & Follow Up

## Relatório AutoCheck Limpo e Seguimento







# Carvana

Carvana

# Omnichannel

**Used Cars Study**

Estudo Carros Usados

# The New Way to Buy a Car

A nova maneira de comprar um Carro



## Buy Online

Compre Online

## Get It Delivered

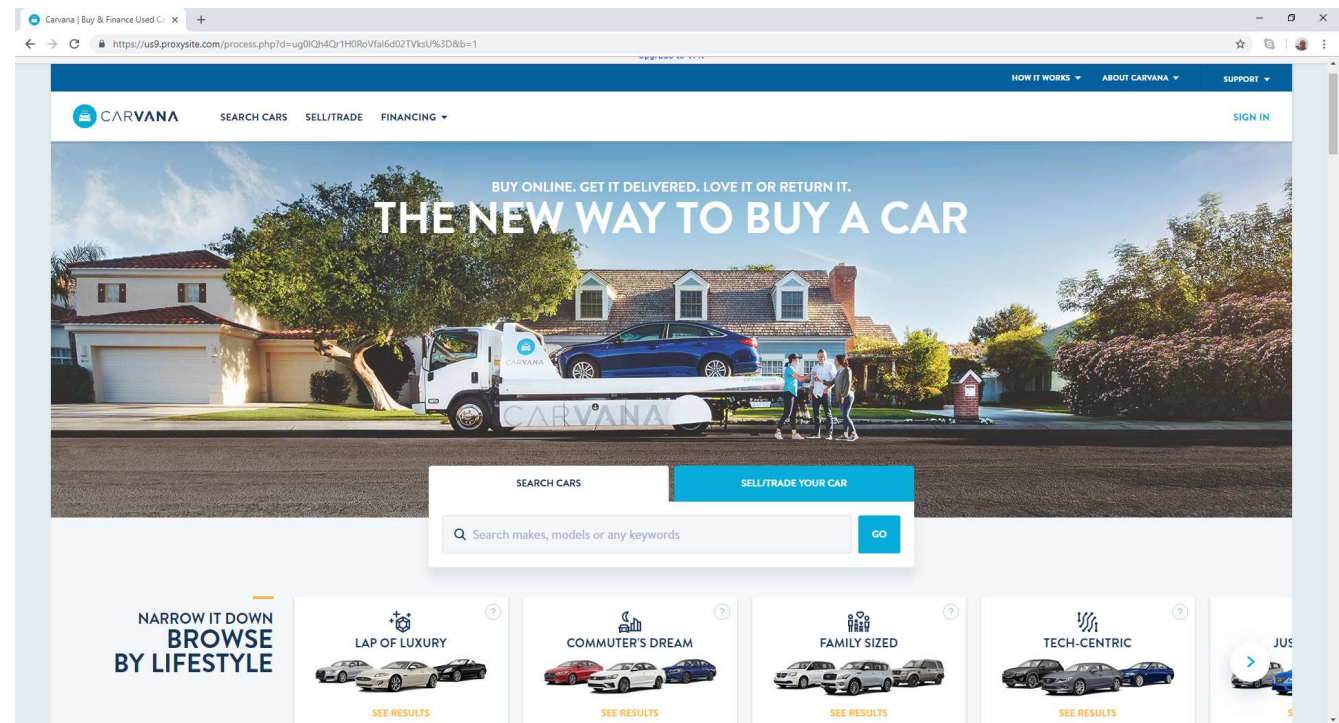
Receba o Carro em Casa

## No Physical Store

Não tem Stand

## Digital Retailing Website

Website Loja





## PERSONAL DETAILS

Should only take: 3 minutes.



## CASH OR FINANCE?

Should only take: 2 minutes.



## HAVE A TRADE-IN?

Should only take: 4 minutes.



## DELIVERY OR PICK-UP

This step needs your attention.



## CARVANA PROTECTION

Should only take: 1 minute.



## DRIVER'S LICENSE

Should only take: 4 minutes. Will require your driver's license!

## PERSONAL INFORMATION

Enter your legal name as it appears on your driver's license and the best number to reach you.

My Legal First Name

Jose

My Legal Last Name

Caporal

My Phone Number

SAVE & CONTINUE

You agree that by providing your phone number, Carvana, or Carvana's **authorized representatives**\*, may call and/or send text messages (including by using equipment to automatically dial telephone numbers) about your interest in a purchase, for marketing/sales purposes, or for any other servicing or informational purpose related to your account. You do not have to consent to receiving calls or texts to purchase from Carvana.

\*Including, but not limited to, Bridgecrest Credit Company, GO Financial and SilverRock Automotive.



## CARFAX® Vehicle History Report™

An independent company established in 1986

US \$39.99

### Vehicle Information:

**2014 VOLKSWAGEN BEETLE**

VIN: 3VW5L7AT6EM820602

CONVERTIBLE

2.0L I4 F 16V

DIESEL

FRONT WHEEL DRIVE

[Standard Equipment](#) | [Safety Options](#)

### CARFAX Report Provided By:

Carvana, LLC

1930 W Rio Salado Pkwy

Tempe, AZ 85281

(800) 333-4554

[Visit Dealer Website](#)



No accidents reported to CARFAX



No damage reported to CARFAX



CARFAX 1-Owner vehicle



Personal vehicle



Last owned in Michigan



**12,275**

Last reported odometer reading



# CARFAX Report

Relatório CARFAX





# Car Delivery at Home

Entrega em Casa do Cliente

## ...or in a Vending Machine

...ou levante numa Vending Machine







# Vroom

Vroom

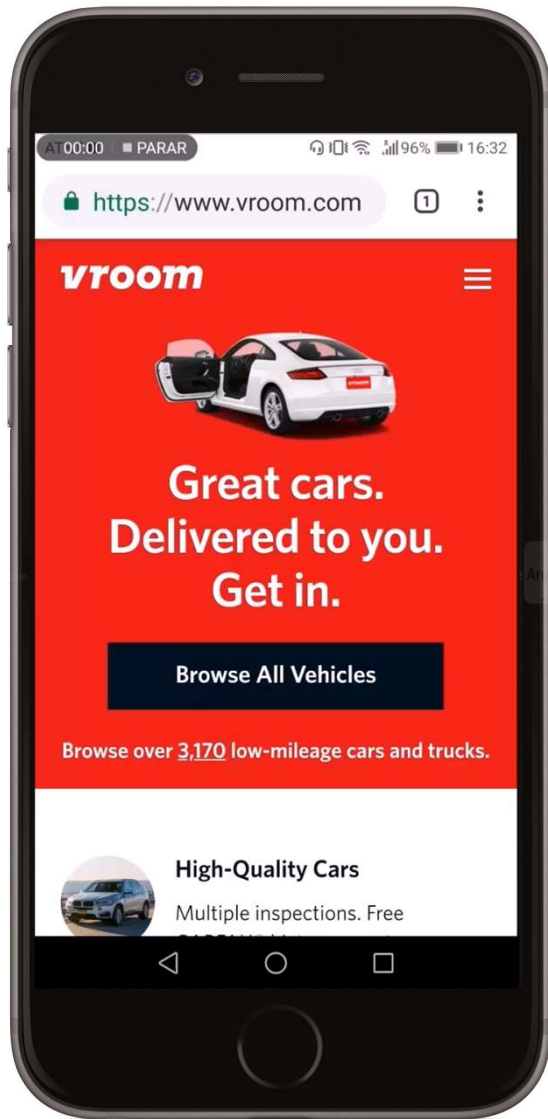
# Omnichannel

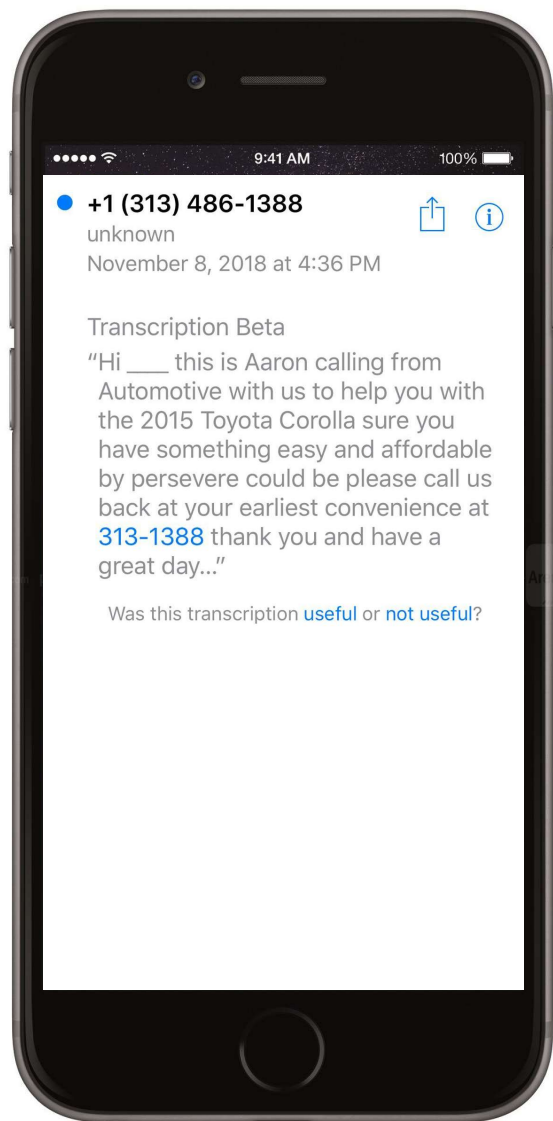
**Used Cars Study**

Estudo Carros Usados

# Digital Retailing Website

Website Loja





# Digital Retailing Website

Website Loja

# Marketing Automation

Marketing automatizado

# Artificial Intelligence

Inteligência Artificial

# Delivered at Home

Entrega em Casa







# Fair

Fair

# Omnichannel

**Used Cars Study**

Estudo Carros Usados



**Institutional Website**

Website Institucional

**Subscription on App**

Subscrição através da App

**Monthly Payments with Services**

Pagamento Mensal com serviços

**No Long Term Commitment**

Sem compromisso prazos longos



# Take Away's

## Conclusões

	Car	Sales Price	Trade-In	Balance due	Negotiation	Omnichannel
<b>OLO</b>	Corolla LE 2017 67,436 Milles	11 298 €	1 700 €	9 598 €	Yes	✗
<b>Carmax</b>	Corolla LE 2015 43,387 Milles	15 297 €	1 600 €	13 697 €	No	✓
<b>Vroom</b>	Corolla LE 2015 56,448 Milles	13 750 €	1 500 €	12 250 €	No	✓
<b>Carvana</b>	Beetle	N/A	1 313 €	N/A	No	✓
<b>Fair</b>	N/A	N/A	N/A	N/A	No	✓

# **Is Subscription going to be successful?**

Irá ter sucesso a subscrição de Usados?

# **Are Customers going to buy, only on the Internet?**

Irão os Clientes passar a comprar apenas na internet?

# **Are they willing to pay more for the experience?**

Estarão disponíveis para pagar mais pela experiência?

# Manuel Madeira

Automotive Evangelist

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# Thank You!

Obrigado!

