

FOND MEMORIES

Legacy processes ▣ Halve your time to market
Stock online in under 48 hours

Owners Workshop Manual



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CitNOW Web Video & Smart Image



It was clear from our first meeting that Inchcape wanted to take back control. They'd been battling a logistical nightmare. 10 different brand standards, 102 dealers, 11,000 cars in stock. Images were regularly missing on listings. The legacy services in use weren't smart. Why should it sometimes take over a week to

process 9 photographs and display them to the right websites? It was time for a change. Exactly the sort of challenge that CitNOW love. 'Web Video and Smart Image', our latest app, rapidly speeds up the 'time to web' for any brand to hours. No fuss and simple to use.

Andrew Howells



Andrew Howells, CitNOW Founder

Up to date information on dealer websites and advertising portals is vital for **retail success**.



97%

CONSUMERS HAVE
ACCESSED INFO
ONLINE BEFORE
VENTURING INTO
A SHOWROOM

97% of consumers will have accessed information online before they venture into a showroom. Source: Car Buying Habits



89%

25–34 YEAR OLDS
SHOP AND
RESEARCH
ONLINE

89% of 25–34 year olds shop and research online. Source: simplymeasured.com

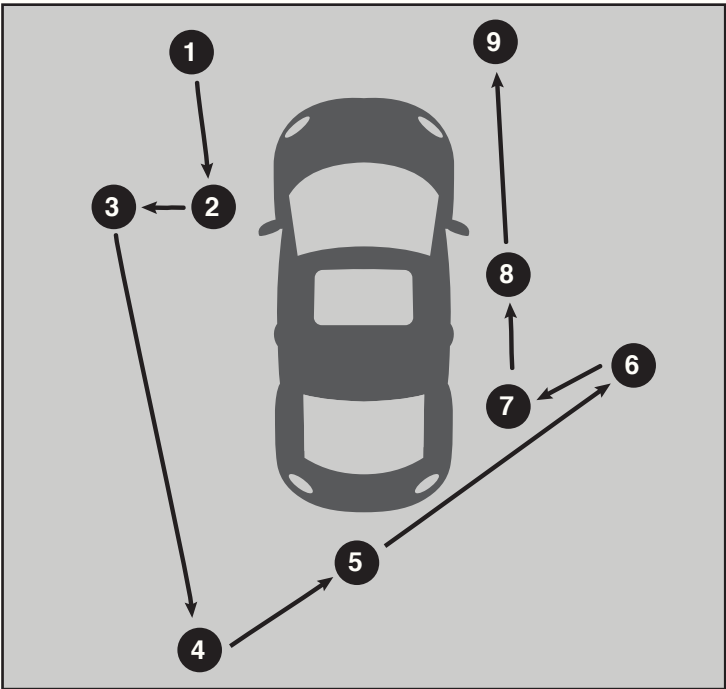


73%

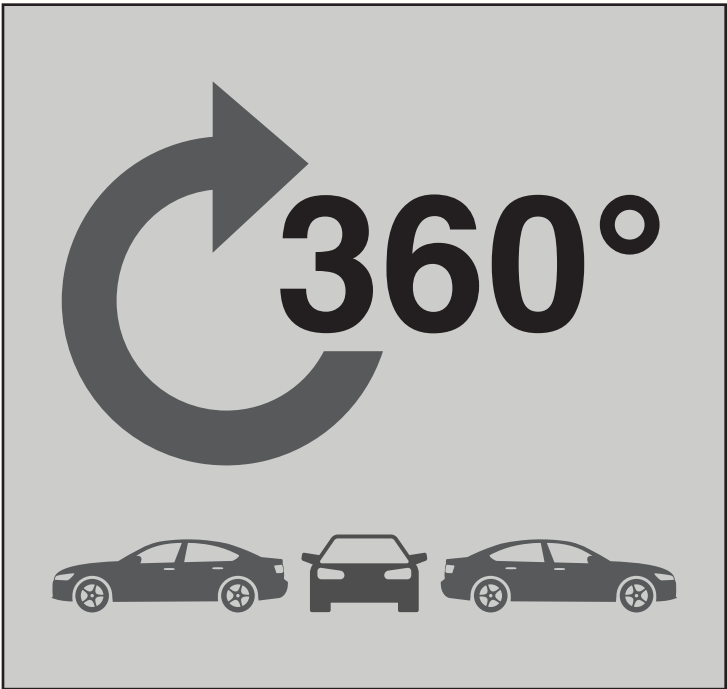
GLOBAL
CONSUMER
TRAFFIC WAS
VIDEO

In 2016, 73% of global consumer traffic was video. Source: Cisco Research

Video and **360° visuals** are an important addition to the usual photography.



Guided web video



360° views of the interior and exterior.

The history of image, a 20 year old problem



Pentax K1000

1996

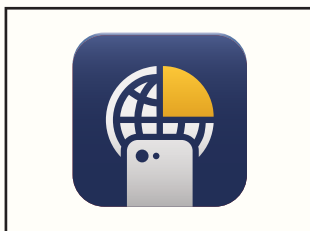


Online UVLs:
Auto Trader



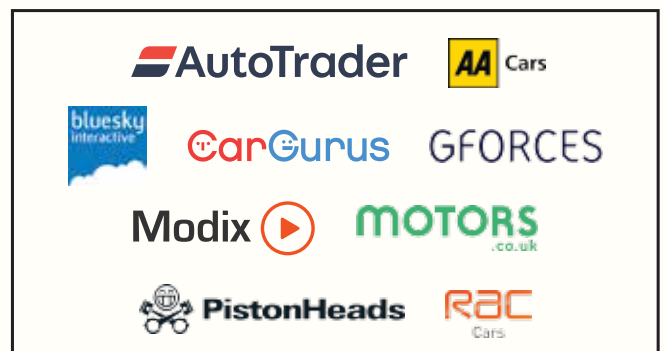
In 2015, CitNOW Web
Video launches.

2015



In 2017, CitNOW Web
Video & Smart Image
launches.

2017



Online UVLs:
Auto Trader, AACars, CarGurus, Motors.co.uk,
GFORCES, PistonHeads, RAC Cars.

Manufacturer image guidelines are broadly unchanged in 20 years. Many dealers still use a managed photography service, but it's fraught with problems. Time to web takes too long. Management information is very poor. Why are dealers still having to write car registrations down on bits of paper?

Today, smart phones have caught up. Picture quality is excellent and now meet manufacturer standards.

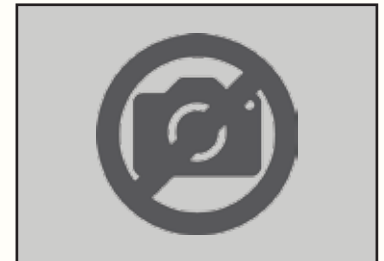
What if quality control could largely be solved with a 'brand wizard' and a simple set of instructions? Would that encourage dealers to do it themselves and save time? All of the tricky stuff could be managed in the background by CitNOW.

Is this the answer? Let every dealer take back control?



Inchcape are a successful, AM top 5 group. But being big also has its challenges. 10 different brands each with their own photography standards. A number of different providers involved, managing their Used Vehicle Locator and the photographers who visited every week. No surprise, with 11,000 cars in stock, vehicles were regularly being posted without images. Inchcape were already familiar with CitNOW, using CitNOW Sales and

Workshop apps at all of their sites. It was clear that it was time for change and for Inchcape to take back control. With a self-serve model using CitNOW Web Video and Smart Image, the 'time to web' was significantly reduced. Images and video now captured in one guided process, only taking a few minutes. Background replacement, quality control, reporting and analysis, everything, managed in one simple service level agreement.

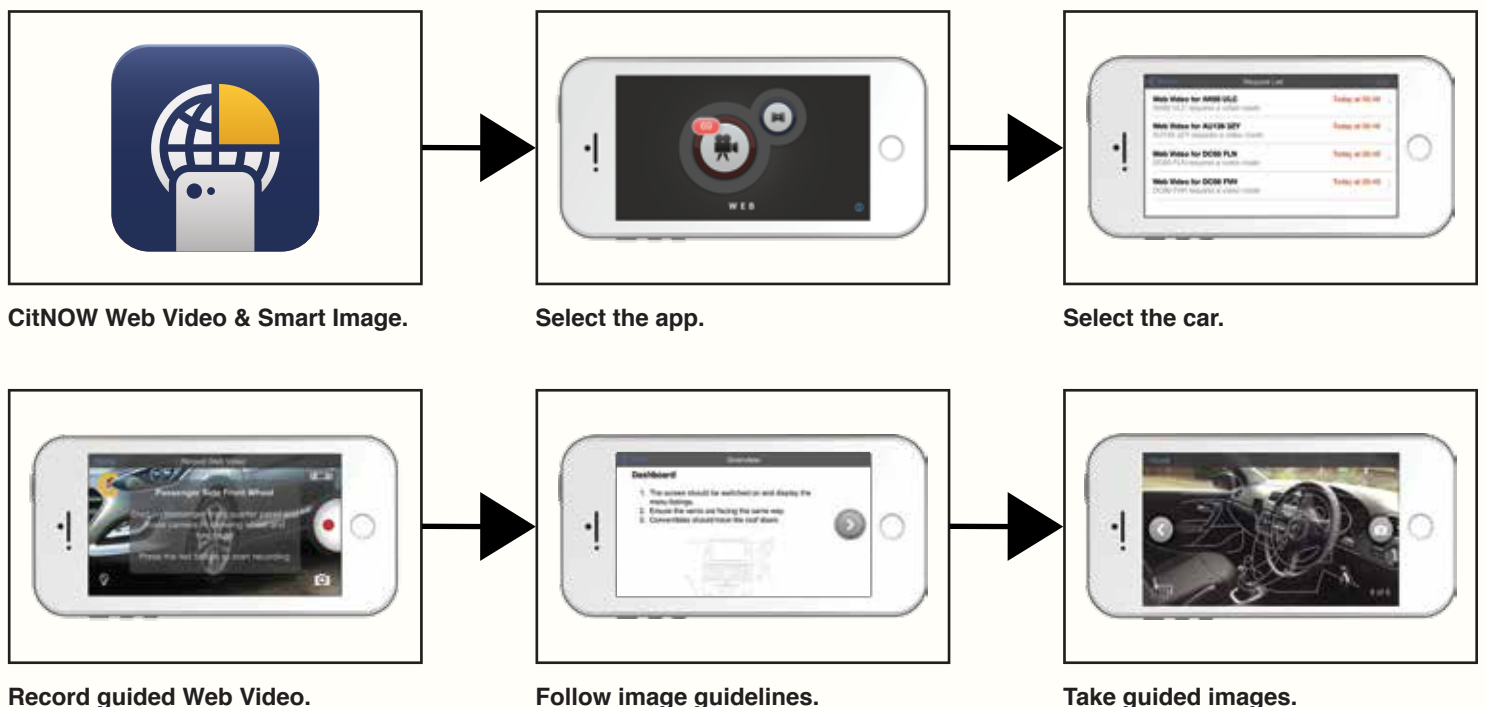


Vehicles in stock were regularly posted without images.

In October 2017, Inchcape's statistics looked like this:

- Images taken: 58,548 (averaging 9 per vehicle)
- Images QC'd: 58,148 (single digit rejection rate)
- Videos created: 6,524
- Videos viewed: 5,392 (82%)
- Total video views: 116,639 (22 views per video)

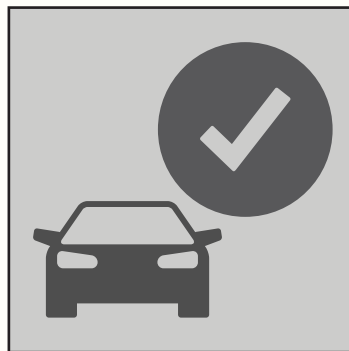
Smart process using CitNOW Web Video & Smart Image



Hands up if you'd like to



Cut 'time to web' for your car images?



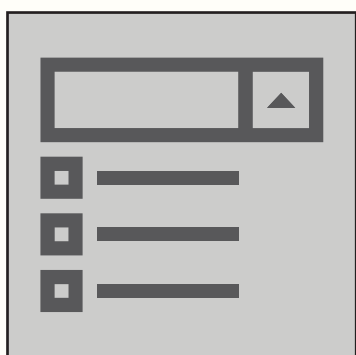
Be assured that quality control is built-in?



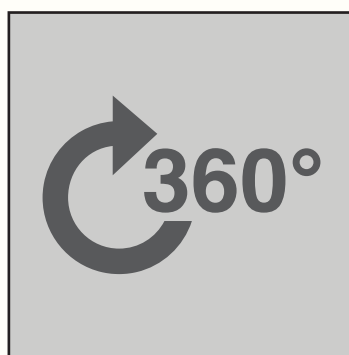
Know at a glance how many vehicles need images?



Add video easily in the same process?



See a dropdown menu for every car registration?



Make 360 interior/ exterior as well?

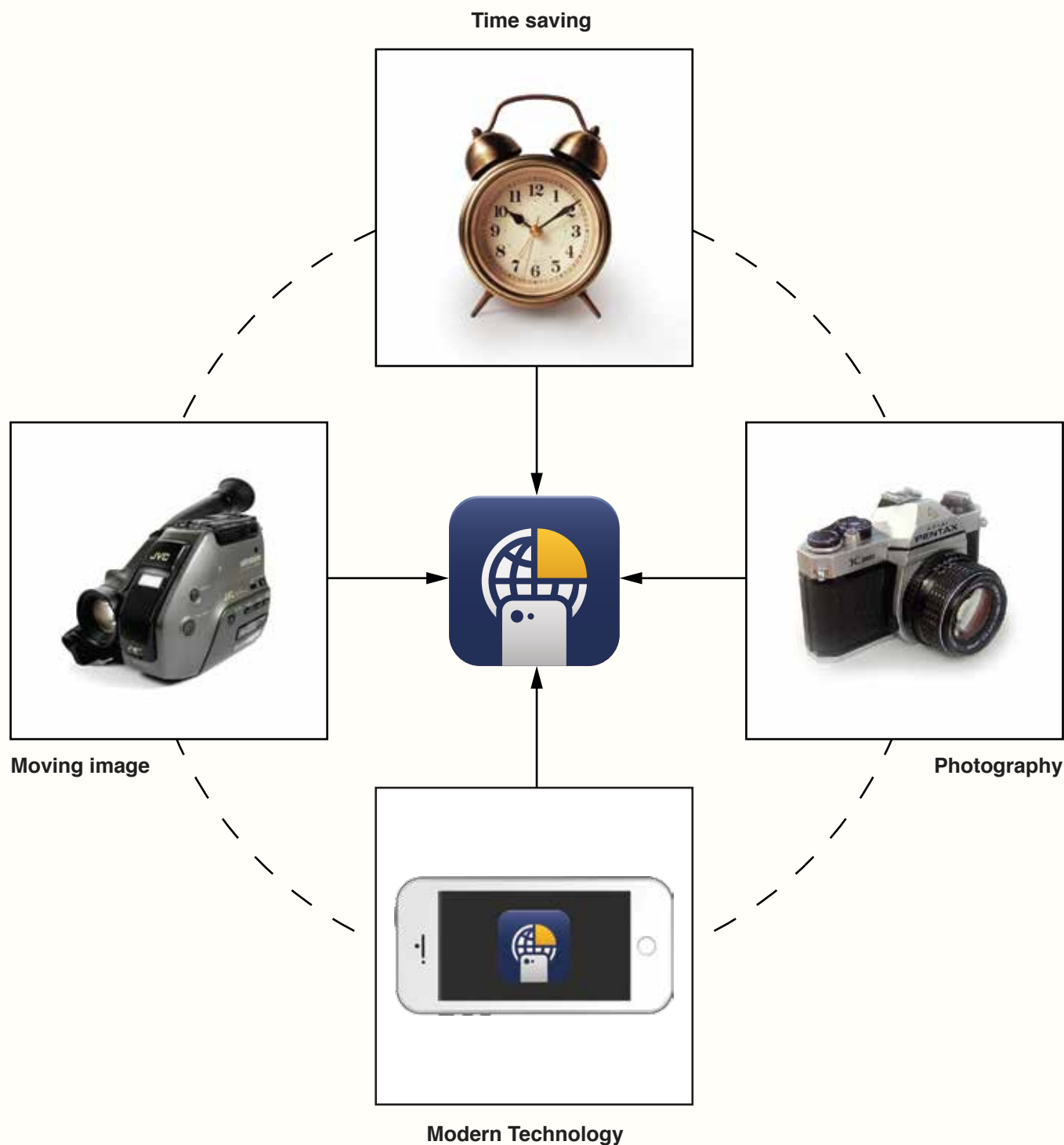


Have a 'brand wizard' to help manage every photo?



See exactly what is happening on your own dashboard?

It's a great story and exactly what makes CitNOW tick.
We took an age old problem and fixed it.



If you'd like to find out more,
feel free to call our dedicated phone line.



01189 977748

or visit



www.citnow.co.uk/smartweb



CitNOW WEB VIDEO & SMART IMAGE



Benefits of CitNOW Web Video & Smart Image

Vehicle alerts go directly to your CitNOW app

Know at a glance how many vehicles need images

Drop down menu of car registrations

Brand wizard automatically selected for each car

9-step video made easy

Smart image QC built-in

360 interior/exterior

Time to web in 2 hours



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www.citnow.co.uk/smartweb