THE BEST CONFIGURATOR ON THE INTERNET

AUDI’S DRIVE FOR
THE BEST CONFIGURATOR ON THE INTERNET

Thomas Orenz, Team Leader Virtual Reality and Sales Content, Audi AG
François de Bodinat, CMO ZeroLight
See if possible to put white slide (like thank you one) with legend below
dealerships go digital | the journey is online | customers expect more
dealerships go digital
dealership visits
5.0 x 1.6
5.0

the journey is online
personalization

customers expect more
digital stores

*McKinsey, reported in the Economist*
96% Conduct online research

3/4 of journey is online

14 hrs researching

18 websites online search

92% (China)
75% (Global)

willingness to buy online

online car sales

*JD Power, Analog Folk, Accenture, Financial Times

dealerships go digital

the journey is online

customers expect more
visualisation is a given

experience is key

...and yet, basic experience

"Give your customers an Experience, not just a Product."
- static images
- limited views
- single background
- limited configurations
- lights turned off
- no control
limited configurations

static images

limited views

single background

lights turned off

no control

animated car

freedom of views

multiple backgrounds

all cars, all options

lights turned on

customer drives
17"
Aluminium-Gussräder im Vielspeichen-Design, Größe 7,5 J x 17, mit Reifen 225/55 R17

18"
ab 1.600,00 EUR

19"
This Is The Best Car Configurator On The Internet

After yesterday’s discussion of the sickest car configurators on the internet somebody sent us one on the opposite end of the awesomeness spectrum. This online 3D configurator for the Audi A4 Allroad blows every other one I’ve seen out of the water.

Alright, so it’s still in the “conceptual” phase, but I’m still fired up about it.

It doesn’t matter how much you care about German luxury station wagons (though, come on, how much better do cars get?) this digital experience is amazingly immersive and beautiful, if a little clunky and Beta-y.

You can play with it right here and I think you’re going to enjoy yourself, regardless of whether or not you need Google to translate the buttons from German for you.
Cloud technology

Francois De Bodinat picked up the latest tech news from the 2016 Techies in London. Darktrace and Barclays are part of the event.

The Techies 2016

The inaugural edition of the Techies last night, the techies 2016, is a showcase of entrepreneurship across the UK tech industry. The event is in partnership with Darktrace and Barclays.

Audi Deutschland

Audi Deutschland is the German division of Audi, focusing on the development and production of premium vehicles.

This Is The Best Car Configurator On The Internet

After yesterday's discussion of the world's best car configurators on the internet, we took a look at the Audi A4 allroad. Every other one I've seen.

Alright, so it's still in the "conceptual" phase, but I'm still fired up about it.

It doesn't matter how much you care about German luxury station wagons (though, come on, how much better do cars get?), this digital experience is surprisingly immersive and beautiful, if a little clunky and beta-y.

You can play with it right now and I think you're going to enjoy yourself, regardless of whether or not you need Google to translate the buttons from German for you.
18,500 completed configurations in 3D vs. 15,500 in 2D

66% more user interaction in 3D than in 2D

significant upsell "potential" in 3D compare to 2D

*Measured over a time period of 100 days...
Idea: 15.18%  
Perceptibility: 24.94%  
Enthusiasm: 16.22%  
Interaction: 15.38%  
Involvement: 5.84%  
Safety: 7.27%  
Satisfaction: 12.90%  
Purchase Intent: 8.43%  

*All criteria improved in 3D compare to 2D (some up to 26%)
Low-Latency
Plugin Free
5M Polygons Car
All Devices
All Bandwidths
Different Transports
See if possible to put white slide (like thank you one) with legend below.
pure UX
pure UX

personalization
Your friends cars

Recommended for you
pure UX

personalization

home VR

motion driving
Thank You!

Thomas Orenz, Team Leader Virtual Reality and Sales Content, Audi AG
Francois de Bodinat, CMO ZeroLight