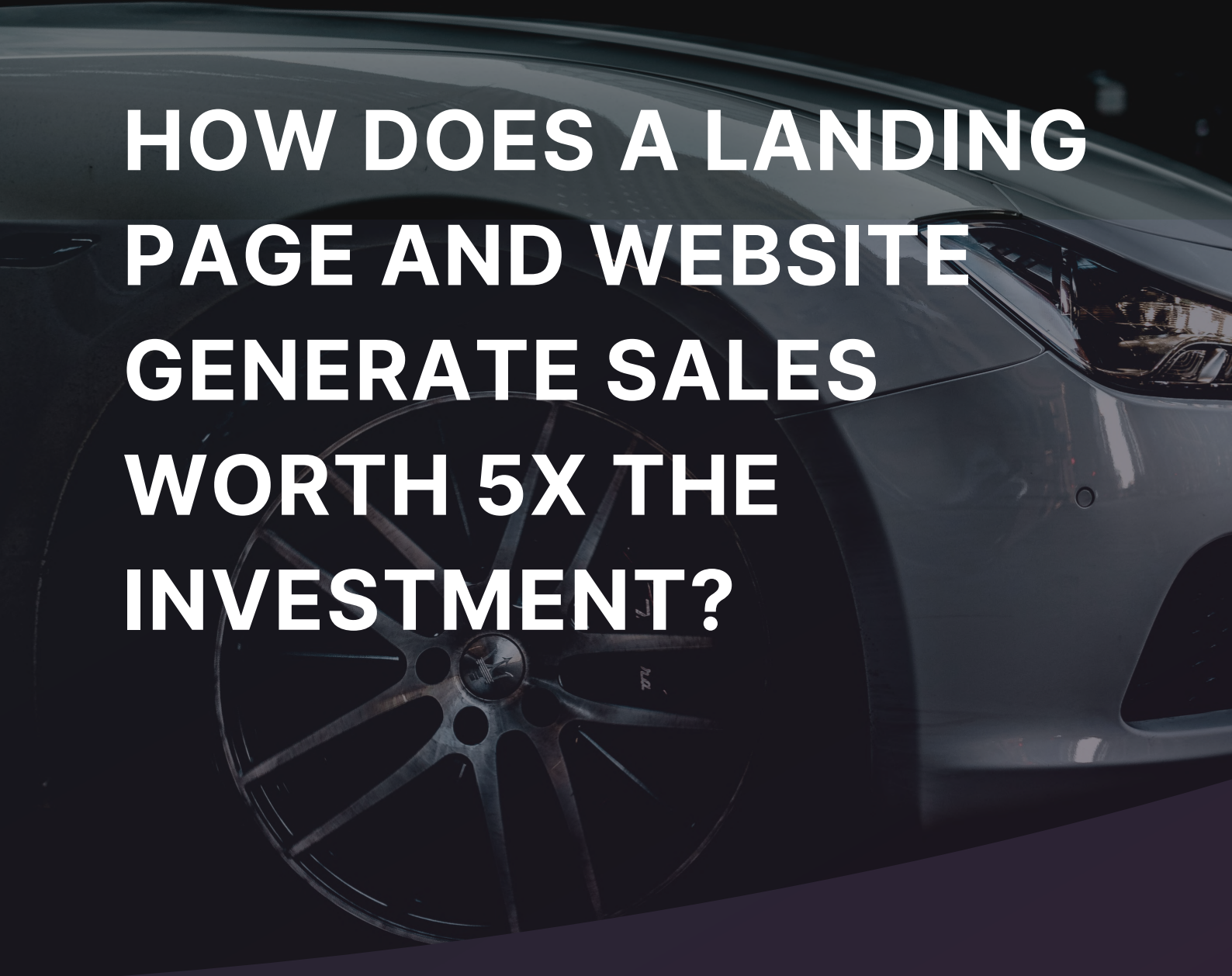


CAR RENTAL AND LEASING IN THE AUTOMOTIVE INDUSTRY  
ON THE EXAMPLE OF 3MLEASING



# HOW DOES A LANDING PAGE AND WEBSITE GENERATE SALES WORTH 5X THE INVESTMENT?

## **A case study of implementing a website that:**

- takes customer service to the next level by using the potential
- of an optimal user path,
- enables employees to save time on website content management.

# 3MLeasing

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The authorized representative of the largest leasing companies in Poland. 3MLeasing offers car leasing and long-term rental for companies and individual customers.

## The Challenge

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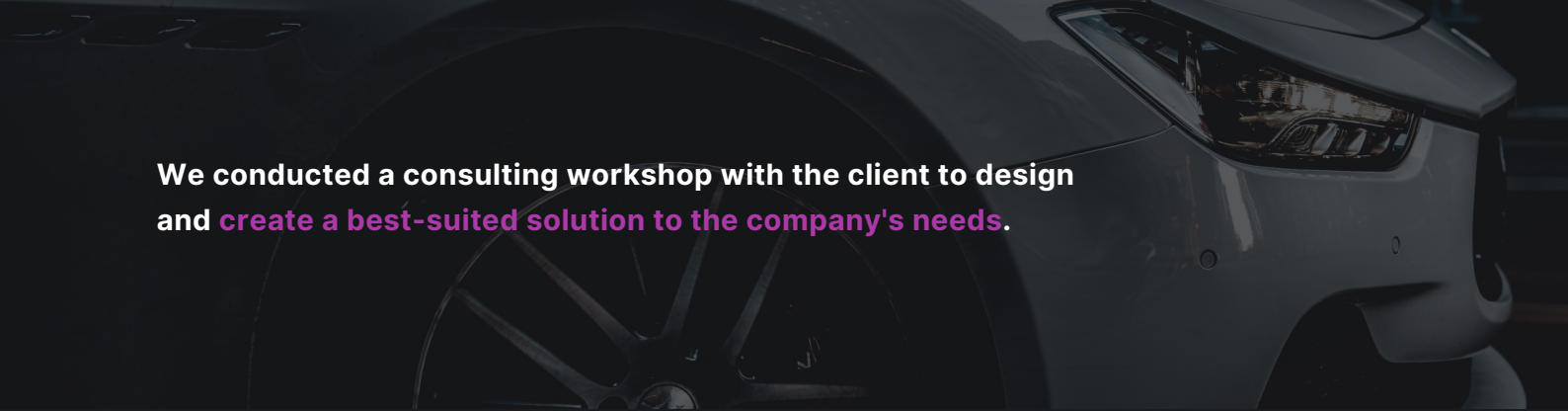
The client noticed that the existing website was not producing the expected results and was not fulfilling its primary goal - not generating sales.

The website should attract the users' attention and encourage them to go further - to get to know the offer and leave a contact. 3MLeasing approached our company to estimate and create a new website.

## Customer goals

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The project aimed to create a website following the values that guide the company 3MLeasing. Transparency and customer assistance at every stage of the leasing process. It meant designing and implementing a platform that would allow users to find the best deal and enter into a contract online in a secure way.



We conducted a consulting workshop with the client to design and **create a best-suited solution to the company's needs.**

Together with the client, we discussed all the processes inside the company and the processes related to vehicle rental. Together we worked on the project concept, assumptions, and functional requirements of the website.

## Our proposed solution

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After a detailed needs analysis and specification, we proposed to the client to **divide the project into two stages**. This division allowed the client to reap the benefits even before the whole site implementation.

### First stage

Design and development a simple landing page to promote the company's new offer while building a more elaborate website.

### Second stage

Design and implement a fully functional website on a dedicated CMS with filtering options, expanded vehicle card, and installment calculator. The website was integrated with two services with leasing offers.

**The result is a dedicated website, which allows presenting a wide range of vehicles even for the most demanding customers.**

# The Result

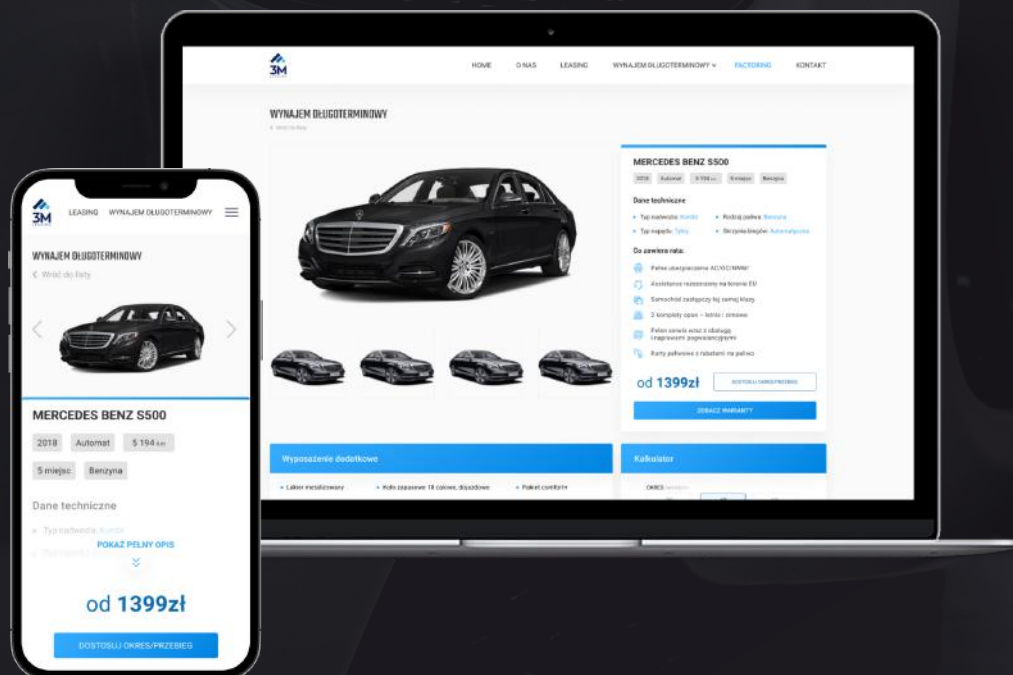
## It all starts with UX Design

We designed the website in an optimal way in terms of User Experience and selected technologies. Navigating the site is supposed to be fast and intuitive so that it does not require too much interaction from the user and does not distract him. The search engine shows specific car models based on a few selected and most important filters from the user's perspective.

## Powerful platform and simple CMS

Thanks to an appropriate selection of technologies, a smooth and fast-operating website integrated with external API was created. The CMS allows you to very easily add and edit content and new cards of the vehicles offered.

The solution created by us meets the expectations of our client and users of his site.



# What functionalities does the website include?

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## Search engine

Search for vehicles in the following categories: leasing, long-term rental for companies, and consumers.

## Filtering

Specific requirements or funding. Advanced search capabilities and intuitive filters (e.g. name of the vehicle, type of bodywork, type of fuel, type of drive, amount of installment) give the user the possibility to search for a car in a precise manner.

## Vehicle subpage

Comprehensive and attractive presentation of the vehicle contour and detailed description. Moving through the gallery of high-quality photos is smooth and pleasing to the eye. The user can change the variant of the car model, check the specifications of the vehicle, the available colors, or the locations of specific models.

## Calculator

A calculator with a slider next to each model gives the user a concrete view of every aspect of financing.

## Managing content on the website

All the displayed content can be easily edited by the client in the simple CMS.

# What are the benefits of the new website for 3MLeasing?

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Generated sales worth 5x to the investment made in 5 months.

Save employees time managing content in the website panel.

Improve the quality of customer service by leveraging the potential of the optimal customer journey.

Intuitive navigation for customers.

Reach a wide audience in two target groups B2C and B2B.

Advanced search for vehicles on offer.

## Functionality

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creation of new subpages

management of vehicle cards

management and editing of text, graphic, and video content

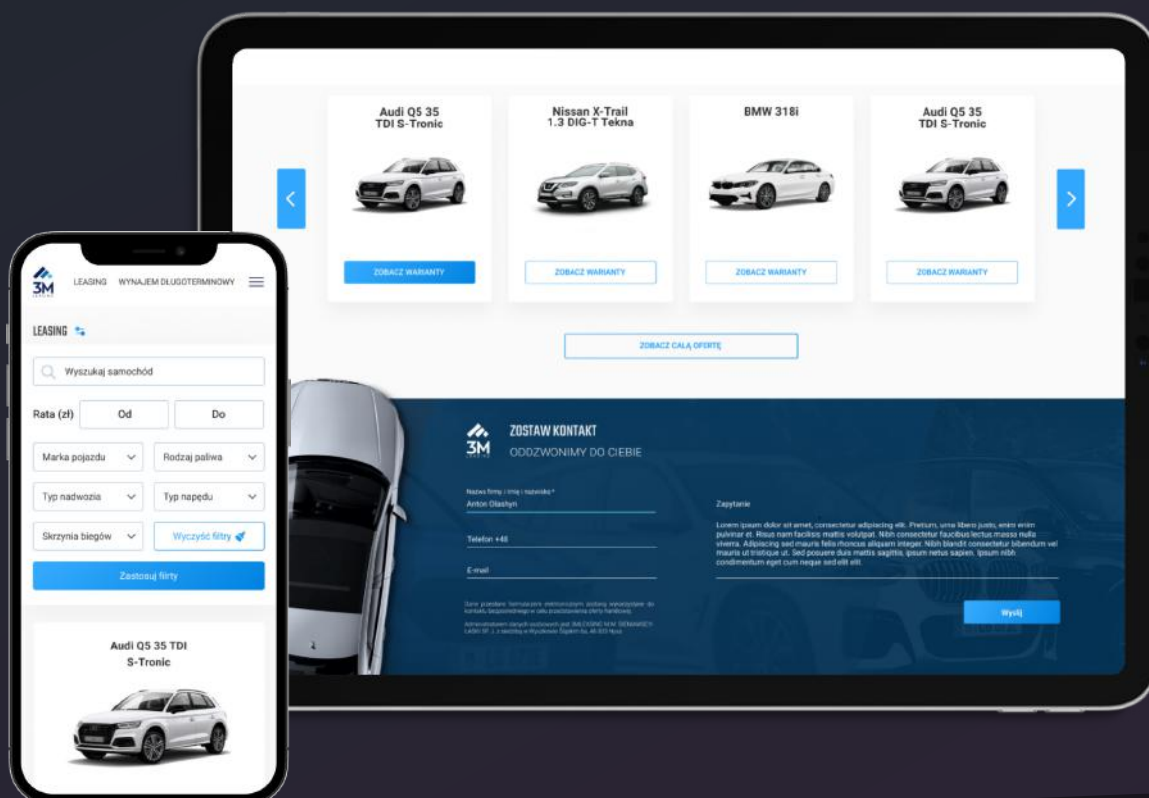
adding new vehicles

managing integration with Vehis API

vehicle reservation form

# See the website for 3MLEASING

Go to page



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Let's talk



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