



Gaudin Porsche Uses CloudPano to Affordably Create Spins and Increase Online Engagement

CloudPano Enables Digital Merchandising for a Flat Monthly Fee

Results

- ▶ Live onboarding ensured entire sales team can utilize Spins
- ▶ Customers spent more time on vehicle listings
- ▶ CloudPano Live enables sales people to meet with customers virtually
- ▶ Named Account Manager delivered ongoing support

Porsche is one of the world's premier automobile brands and is considered the "most prestigious automobile brand" by surveys conducted by the Luxury Institute in New York. A continuous recipient of the J.D. Power and Associates Initial Quality Study, customers everywhere associate Porsche with luxury, quality, and innovation. CloudPano has been delighted to enable Porsche's drive towards innovation in the Digital Merchandising Space.

Better customer engagement with CloudPano

The number of dealerships customers visit during the auto-buying process continues to drop each year. According to the 2019 Cox Automotive Car Buyer Journey study, car buyers visit just 2.1 dealers and 41% of customers visit only one dealership when buying a car. Increasingly, customer engagement is moving online.

CloudPano enables Porsche to engage customers online in a variety of ways. Each automobile

on Porsche's lot is eligible to be presented online to customers in a 360 environment. Customers can move around the interior and exterior of the automobile. On average, CloudPano observes visits over 2 minutes in length when viewing our Spins. And this is valuable - car buying decisions are moving online. The 2019 Car Buyer Journey shows car buyers are spending 61% of their total shopping time online, up from 57% two years ago.

CloudPano's workflow allows for Spins to be created in a short amount of time, which guarantees high lot coverage. For dealerships seeking 100% lot coverage, we offer pre-created spins for each vehicle. This shortens the time it takes to get a vehicle online. Many vehicles can be listed while still in-transit.

Sales advisors can meet live with customers

CloudPano delivers more than just Spins. Our pioneering video chat technology, CloudPano Live, allows dealerships to turn on an optional Live Video Chat feature on each Spin. Sales Agents can create a stack of Spins - known as a collection - and consumers can book a time with that Sales Advisor to review the collection in a Zoom-like buying environment. Advisors can walk the customer from Spin to Spin, clicking in and out of each vehicle, and guiding the consumer to the next vehicle. This immersive sales environment requires no special hardware or software and takes place entirely in a web browser.

CloudPano Live even allows for file upload and online chat, allowing deal making to occur in an end-to-end process. Sales Managers can use our Google Analytics integration to get insights on CloudPano Live calls and Spins engagement in general.

CloudPano Live offers a cutting-edge way to engage customers online.

Keep Google Business listings up-to-date

Many dealers are frustrated with old, stale photo listings on their Google Business page. You may find yourself in a similar position: years ago, a photographer came thru and created a Google Street View tour of your dealership. Years later, it's still there.

CloudPano has automatic export to Google Street View, allowing you to keep your Google Business listings up-to-date and ensuring maximum SEO and customer engagement.

Partnership with CloudPano extends beyond software

CloudPano is eager to assist clients with their strategic goals. CloudPano provides account managers, project managers, developers, and support resources to ensure clients get the solution they require.

CloudPano provides Spin solutions and so much more. Our goal is to enable dealerships to pioneer into the digital merchandising space and increase customer engagement.

Chris Roncetti, Director of Corporate Culture at Gaudinn Porsche, is impressed with CloudPano and eager to expand its digital engagement: *"Even more impressed with the additional horsepower of the software (video chat/lead generation/adding links, videos, etc). Better buckle up!!"*



Nate Thiry, CloudPano Director of Enterprise Sales



Chris Roncetti, Directory of Corporate Culture

And each step of the way, Director of Enterprise Nate Thiry is there to help, "CloudPano provides automotive solutions to dealers and groups throughout the world. It has been wonderful to work with Gaudin because it demonstrates that our solutions are primed for even the more luxurious brands."

Better Prepared with CloudPano

Automobile and motorsports dealers can capture their entire lot and present their vehicles virtually in a variety of ways. These Spins can be attached to listings on platforms like Dealer.com, can be embedded anywhere, and can be even used to host live virtual showings.

Gaudin Porsche and other dealerships use CloudPano to transform traditional car sales and flat marketing packages into vibrant digital experiences. The CloudPano platform provides many services out of the box, and for custom needs, CloudPano Enterprise is ready to add value to your enterprise. ☁



About the Customer

<https://www.porsche.com>

HEADQUARTERS

Gaudine Porsche
Las Vegas, Nevada

INDUSTRY

Automobile Sales

CHALLENGE

Create vehicles Spins and engage customers through innovative Digital Merchandising solutions.

PRODUCTS

CloudPano Enterprise
CloudPano Spins Creator
CloudPano Google Street View export
CloudPano Live

SOLUTION

CloudPano creates Spins that are so immersive that buyers can virtually visit a vehicle as if they are seeing it in person. Spins can be shared on any website including your Dealer Management System. These Spins can be created by anyone, shared among your team, and even used to host live video calls within the digital sales room.

To learn more about CloudPano and our Enterprise Services, please contact Nate Thiry at nate@cloudpano.com or via phone at +1-405-906-1029