

## Case Study: ISUZU

Isuzu is an automobile website where various types of cars are featured over the site. Users can check four-wheelers across different manufacturers, make, model and year and also compare two or more cars to make an informed decision. Digital Aptech built a world-class website for the auto manufacturer's South Africa business

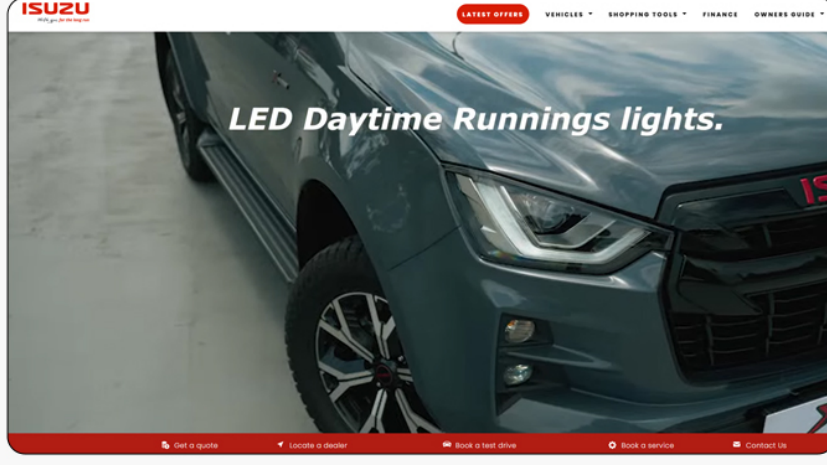
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### Project Overview

- The online car-buying platform approached Digital Aptech to design and develop an interactive and feature-loaded website that would make online vehicle purchases faster and hassle-free
- Our team carefully checked through the brand's digital needs and chose ReactJS and NodeJS as the preferred frameworks

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### Client Background

- Isuzu is a leading Japanese automobile manufacturer with a legacy of over 90 years.
- The company wanted to ramp up its vehicle sales in South Africa and decided to develop a dedicated website for its prospective buyers.
- The website will help in comparing car models, and prices, assist in connecting with nearby showrooms to help in informed decision-making



### Challenges

- No existing online automobile buying platforms offered the option for users to compare multiple models of vehicles
- There was no option for buyers on any existing platform where they could locate a nearby dealer of a chosen car
- Integration of a dashboard where users can easily choose and input two or more car models for faster comparison
- Inclusion of a feature that allows potential car buyers to make an online booking for test driving a chosen car model from a selected car dealer
- Integration of the tool to locate nearby car dealers by feeding the current location

### Technology Stack used



NextJS



Ruby on Rails



Jira



GIT

### The Solution Provided

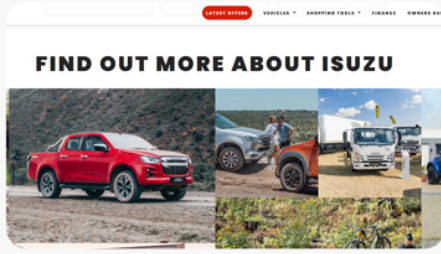
#### Solution #1

We developed a unique online platform that is easy to use, comes with user-friendly features and navigation



#### Solution #2

The website comes with an easy comparison tool to help buyers



#### Solution #3

We created an automobile manufacturing website that offers a one-of-a-kind experience to users and car buyers

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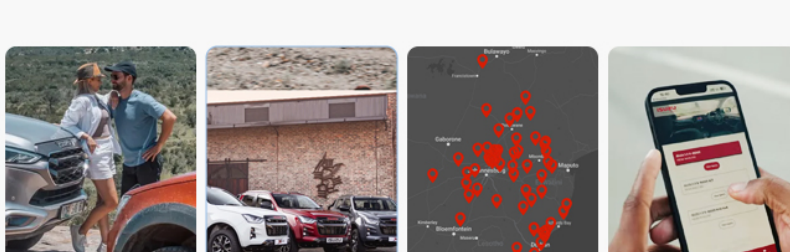
#### Solution #4

Our team included the specific buyer-oriented functionalities that the client requested



### Key Features and Benefits

- Detailed catalog of Isuzu vehicles with high-resolution images and videos
- Categorization of vehicles in multiple classes as per usage, horsepower, fuel type, etc
- Store locator module to find nearest showrooms and dealerships
- Option to book a test drive online
- Online service booking from the nearest authorized service centers

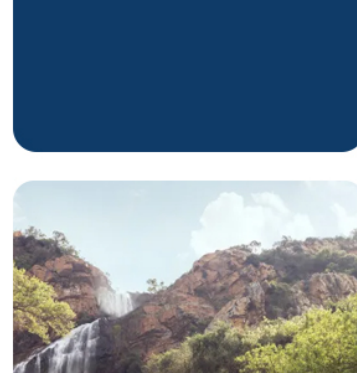


### The results

- An attractive website with a user-friendly interface that is easy to use
- An online automobile buying platform that offers easy comparison options among multiple car models
- A platform that lets users locate nearby dealers and also book a test drive with just a few clicks
- A website that comes with simple navigation, smooth designs, attractive layout and offers a top-notch user experience

### Conclusion

- Users and car buyers can use the website on different devices like smartphones, tablets, laptops, etc, without any compatibility issues. This improved the organic traffic on the website
- Car sales and service booking saw a massive spike with the online booking option provided in the website
- Users have been highly satisfied as they can use multiple features like online car comparison, car dealer location access, online test drive booking and more
- A satisfied customer base helped the platform to expand itself and add new users. This helped the platform's revenue and growth to increase
- Service centers and dealerships witnessed an increased interest from genuine buyers



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