



salesforce

PARTNER

**zensar**

Get to market at 100 mph with

# Remarketing Solution

powered by Salesforce

# What are Auto Finance Remarketing Solutions?

Every year millions of vehicles worth billions of dollars go into remarketing post lease expiry & repossession.

This creates an opportunity for auto finance companies to make 5% extra revenue by remarketing these vehicles.

But recognizing the value of the remarketing collateral takes an average of 20 days, and companies incur a loss of 10% as operational cost on each collateral.

Auto finance remarketing solutions can help overcome these challenges by effectively managing the life cycle of the remarketing vehicles from grounding to resale/auction to dealers.



# Business Challenges



**Old Legacy Systems**  
based on mainframe  
technology with  
limited capabilities



**Limited Forecast**  
and reporting  
capabilities



**Lack of Collaboration**  
between employees  
and dealers



**Lack of 360°**  
view due to unavailability of  
integrated systems



**High Vehicle Volume**  
around 1.5M vehicles in  
play makes it  
difficult to manage



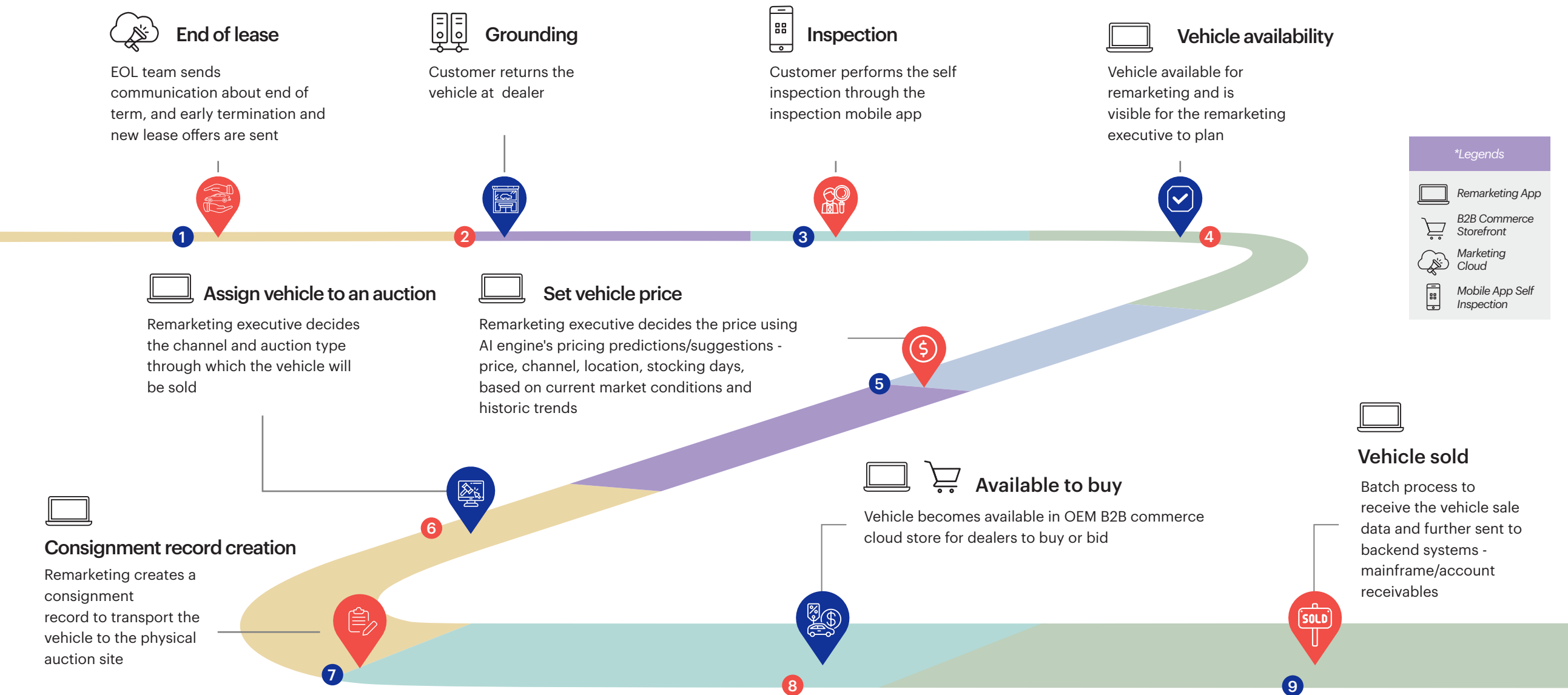
**Limited Tracking** of  
re-marketed vehicles



**Sub Optimal Price Management**  
leading to challenging  
evaluation & bid pricing  
prediction



# Remarketing End-to-end Journey



# Our Solutions

## Remarketing App

Lightning App to streamline auction qualification process, Intelligent bid management, and better marketing decisions

### Key features

- Improve process visibility with unified console and 360 degree view
- Get better price and increase revenue by **AI engine predictions**
- Reduce inventory costs by better planning/management
- Achieve better reporting & analytics

## OEM Online Store

Online auction storefront on B2B commerce cloud for dealer used car purchase.

### Key features

- Minimize 3rd-party online store fees by moving OEM dealer sales to OEM online store
- Move some non-OEM dealer sales to online store and reduce auction fees
- Optimize inventory carrying costs
- Get better vehicle prices by shifting sales from online auction to store

## Self-inspection

Assisted photography on mobile app to capture interior & exterior images/videos, with AI enabled damage assessment capabilities.

### Key features

- Boost convenience and ease-of-use with the mobile app
- Accelerate revenue recognition by shifting sales earlier in the cycle
- Avoid professional inspection fees
- Bring down repair transportation and inventory carrying costs



# Bringing the power of Artificial Intelligence to remarketing



## **Intelligent Bid Manager**

Get accurate price, channel, sale location, and stocking days at your fingertips with our prediction engine based on custom ML

## **Data Monetization**

Leverage analytics current market conditions and historic data.  
Enable dealers with an option to subscribe to sales intelligence data

## **Precision Marketing Capabilities**

Target potential new lease buyers with prediction engine inputs based on best sale locations

## **Remarketing Opportunity Creation**

Identify lease vehicles with high demand before maturity and make offers to current lease customers

# Key Business Benefits of Remarketing Solution

We provide you a platform using which you can seamlessly and effectively manage the remarketing vehicle journey. This translates directly into multiple **revenue and cost benefits.**

## Revenue Benefits

- 3% to 5% increase in value earned from the remarketed vehicle
- Average of 15 days reduced in the cycle to realize the return
- Shift purchases earlier in cycle and get earlier revenue recognition
- Decreased need of price discounting

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## Cost Benefits

- ~10% reduction in operating costs
- Savings of transport costs to physical location
- Cost of fees such as inspection and 3<sup>rd</sup>-party online stores avoided
- Reduced inventory holding cost and faster inventory turnover



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With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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