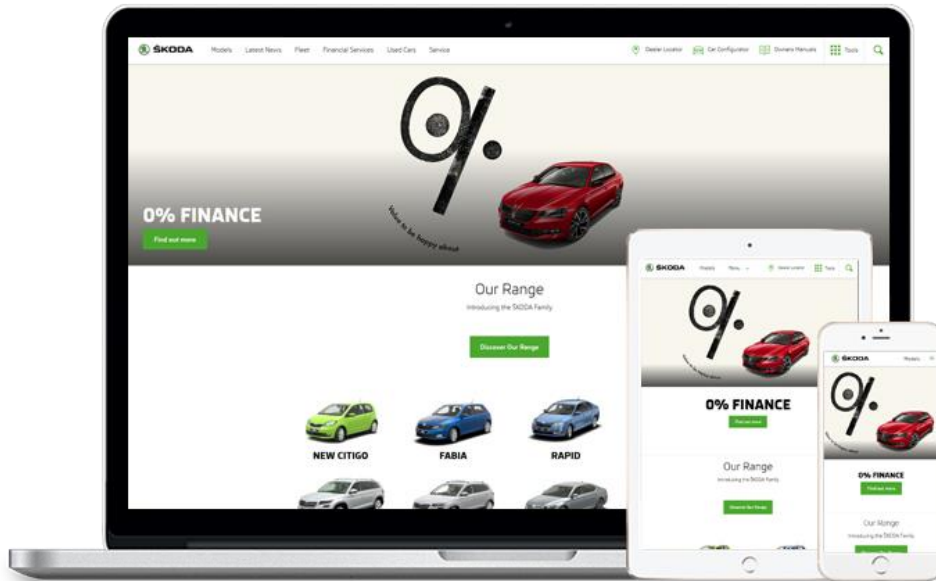


Fullestop case Studies

# Skoda

# CASE STUDY

## Skoda



App URL: <http://www.skoda.ie/>

Category: Branding Website



## Background

Ever since the automotive industry's pioneering days, the SKODA brand has been turning out cutting-edge technologies and inventions. The joy of mobility and all things technical initially found expression in bicycles, followed by motorcycles and, ultimately, cars. Skoda is a part of the Volkswagen Group since 1991.

## Objective

Connecting with dealers each time to enquire about the monthly finance of a car made customers less interested. So, Skoda was looking out to provide an easy way to his customers who are willing to know the monthly finance of their favorite car.

Skoda approached Fullestop with an aim of developing an online tool that removes old-school methods and provides a seamless experience to customers for monthly car finance calculation of any particular car model.

## Streamlining Finance Calculations

Fullestop took on the task and implemented an online finance calculator that helped Skoda's customers to calculate their monthly finance prices based on the car model, body type, fuel type, transmission, engine and finance option, deposit percentage. Based on the parameter's selected by the customer, the calculator helps them to know the recommended retail price, deposit percentage, amount financed, period in months, annual mileage, final payment, total cost of credit, APR and monthly payments.

### **Our Solution Highlights**

- The Finance calculator works with dynamic data as per the inputs by customers
- Fullestop provided backend administration, enabling real time control over the prices

## How Fullestop worked with the Client

Fullestop worked with Skoda to develop a user-friendly calculator that gives a memorable experience to the customers who are willing to enquire about the monthly finance of their car.

- Fullestop had to review the code of Skoda's existing website to develop the calculator with accuracy.
- We had to collate number of information into an easy to use calculator, including car models, price, engine body type and much more.



- We tested the finance calculator under various test scenarios
- Successfully integrated the finance calculator to Skoda's existing website
- Speed and accuracy for the finance calculations are done with ease.
- Cross browser compatibility

### Technology Used

- **PHP:** is a server-side scripting language designed for Web development, but also used as a general-purpose programming language.
- **HTML 5:** is a markup language used for structuring and presenting content on the World Wide Web.

### Results

- Ease of customers to calculate monthly car finance in one go
- Online calculation is done with accuracy.
- Reliable operations with precision
- Consistent user experience