Challenge #5 – Improve Dealertrack Customer Experience

We know that buying a car can be very frustrating. That's our main business and part of the reason that we digitized the application of financing for cars.

It's also the reason that we created a suite of automotive retail tools. However, consumers still dread the car-buying process.

Our challenge is simple and straightforward: make the car-buying process especially the application of financing as efficient and pleasant as possible.

You are free to use any technology to make this possible including AI, machine learning, and personalization.

Our only restriction is that the solution be scalable. Note that we have more than 22000 dealers and 1600 lenders on our platform and quickly process hundreds of thousands of credit applications on a daily basis.

We can't wait to see what you build.