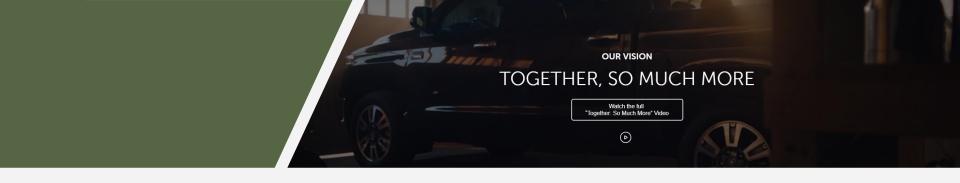






# Toyota Dealers Elevate user experience











Community



Environment



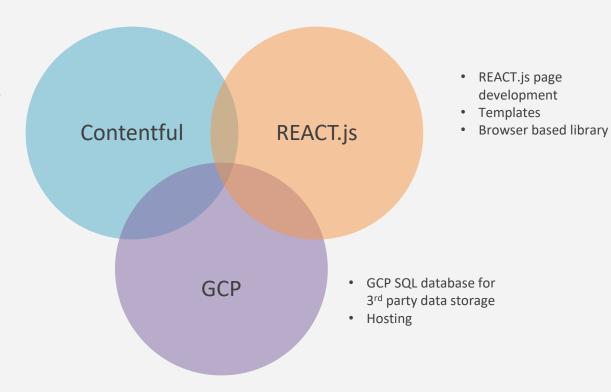
## Project goals

- Deliver an enhanced website for better customer interactions
- Focus on <u>customer centric</u> architecture that drives higher engagement
- <u>Empower</u> dealer technology teams to manage website with agility & innovation

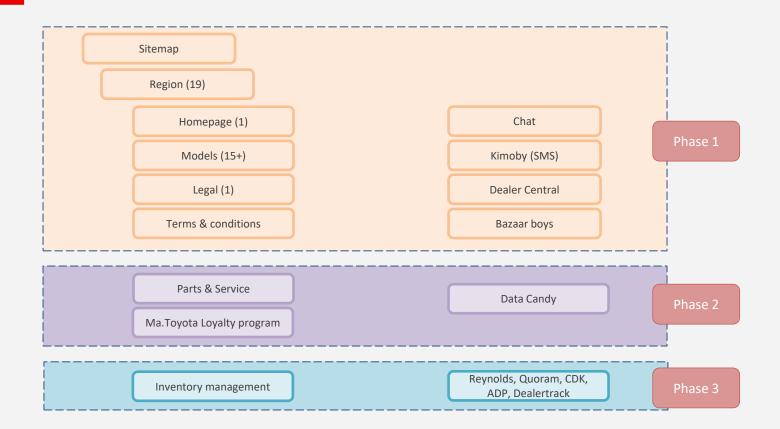
# Methodology

## Methodology

- Contentful model
- Structure & content tree
- Module rules / Personalisation
- REST API's for Headless site

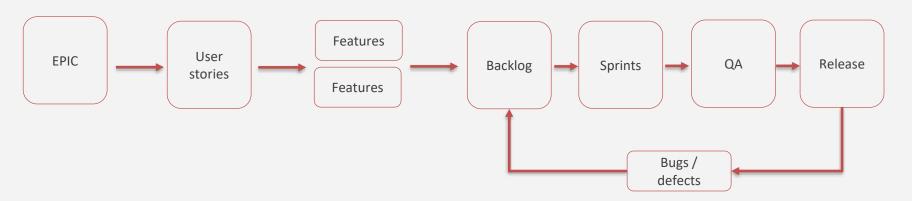


## Phased launch



# Agile development

## Agile process



- Unit & manual testing
- CI/CD model within Contentful

Why LeadPulse Inc.

## Why choose us?

contentful

 Contentful expert developers with 5+ years experience



- Agile software development
- Expert skillset across multiple software languages















# **Project Phases**

### Phase-1

#### **Feature**

#### Includes Contentful environments setup, content data model build, REACT development, GCP setup & hosting.

- Page builds for Homepage, Models, Legal, Terms and Condition, Privacy policy for 19 regions in both EN & FR
- Foundational work required for Contentful data model, content build, and GCP
- · Provisioning of Contentful, GCP SQL, Hosting, Domain creation
- Multi-tenanted build for Contentful data model Ability for regional team to manage creative updates
- Content tree, hierarchy and library in Contentful, based on new designs
- Partner integrations Chat, SMS, Dealer locator tool, Dealer central, Leadgen tool, Finance & Lease calculator,
   Social reviews
- · Form integration to Adobe campaign or other marketing automation platform
- · Project technical documentation, and 15 hours of training sessions with Dealer IT team for Site UI and GCP
- Excludes inventory tool, trade-in calculator, comparison tool, maToyota integration, Additional languages, Content migration from existing CMS

#### Support additional language (Punjabi, Mandarin, Cantonese) for all pages

- · Excludes translation services
- Excludes copy QA

### Phase-2

#### **Feature**

#### Integrate maToyota.com within GYT site

Integrate maToyota into GYT

- Includes stand alone page with program overview. The original maToyota site and infrastructure remains as is. All
  infrastructure responsibility is of DataCandy
- Integration with DataCandy, for user login & data retrieval of points, Points card number etc. (Data will not be permanently stored in GYT systems, and will rely on DataCandy database push)
- Call to action to book service appointment. And pushing this booking information back to DataCandy; so they can add points for user
- REACT.js library for all API end point integrations

#### Build of 'Parts & service' page/s in GYT site

- Excludes Ecommerce functionality

### Phase-3

#### **Feature**

#### Implementation of inventory management tool

Integration with up to 5 Inventory systems, 1 master page, full inventory listing page with inventory from all regions, Custom page filters for visitors to shortlist inventory. Visitor ability to search, filter on all inventory across regions. (This integration will retrieve information from all inventory tools simultaneously, and will perform data filters directly within Google cloud)

#### Implementation of trade-in-calculator

- Includes form for users to input vehicle information.
- Integration with one 3<sup>rd</sup> party service to generate trade-in quote
- Allow user to save copy of quote

### Next steps

- <u>Creative files</u> delivery to LeadPulse team
- <u>Toyota team's availability</u> to clarify BRD's, Architecture map
- <u>3<sup>rd</sup> party vendor</u> intro to LeadPulse team
- Agreement on roles and responsibilities prior to kickoff

Thank you

# Project timelines

TBD.