



## COMPANY

**SKODA**

## LOCATION

**Global**

## SOFTWARE

**Autodesk® VRED™ Professional****Autodesk® VRED™ Presenter****Autodesk® VRED™ Server****A picture is worth a thousand words**

As one of the world's oldest and most experienced car manufacturers, with over 120 years in production, Skoda is well versed in designing and engineering vehicles that cater to customer demands. Recognising the fact that most people will want to see their car before they buy it, Skoda set up a pilot project in 2010 that enabled potential customers to visit their local dealership and look at different configurations for their chosen vehicle on-screen, such as the external paint colour and interior upholstery, before committing to making a purchase.

Today, that technology has been rolled out to over 400 Point of Sales (POS) systems worldwide. With fewer customers now visiting traditional dealerships however, Skoda wanted to roll out a centralised visualisation model across its different channels – comprising its online, CGI and POS platforms – to provide a consistent brand experience and increase cross-selling opportunities across the board.

**One model for multiple use cases**

Customers visit over 400 dealerships worldwide and thousands more customers are looking to visualise their cars online at the same time. In fact, Skoda's web car configurator (WebCC) deals with 5,000 to 10,000 visualisation requests per hour. Given the volume of use cases, the pilot project was not robust enough to provide sales teams, marketing partners and prospective customers with an image of the vehicle that explored all potential variants, settings and features in one go. To consolidate its core operations, Skoda decided to deploy a single, centralised master model based on Autodesk VRED.

"Today, we live in a society where instant, immediate feedback is almost too slow," explains Leoš Červený, Virtual Reality and Digital Factory Coordinator at Skoda. "We've found that if customers aren't able to render and generate a model of the car in under two seconds, they typically switch off and we could lose their business. We knew that if we could create a centralised model, we could provide customers with a near-instant

# Helping customers visualise their dream car with Autodesk VRED

Skoda's centralised visualisation model enables dealerships to upsell by £1,000



Customers can select different configurations for their chosen vehicle on-screen

visualisation of their car, something that they haven't previously been able to see in this level of detail."

"Improving the quality of the rendering was central to this project, and, needing to provide images on demand, we created a system based entirely on Autodesk VRED," Červený continues. "Autodesk is able to provide us with high quality images immediately in its software; and, where other car manufacturers might be using multiple software providers for similar projects, we've found that we're able to save money and have one central point of contact in using Autodesk alone."

**Enhanced experience for sales teams, customers and marketing partners**

The master model is now being used for the WebCC for online customers, the POS configurator for sales teams in the physical dealerships, and for Skoda's advertising agency partners to include images of the cars in their marketing brochures. In time, Skoda also plans for the master model to be rolled out on a centralised online platform, so that attendees at car industry shows can visualise their dream cars on iPads on the go.

The images required to visualise each of the hundreds of thousands of product configurations – from paint colour and interiors to the upholstery and entertainment system –

can be created automatically using Autodesk VRED. This equates to a much smoother, seamless experience overall both online, and for customers visiting their local dealership, enabling them to see the car that they are going to buy in much more detail than ever before.

Autodesk VRED also provides the perfect base to share files with advertising agencies and CGI production houses working with Skoda.

"While we are just a few weeks into the implementation stage, we have already been able to significantly reduce the manual efforts to generate models online. We've been able to cut the loading time required for each model. This means that customers are able to load their images in just 1.5 seconds, two times faster than they were able to do previously."

— **Leoš Červený,**  
Virtual Reality and Digital Factory  
Coordinator, Skoda



Files can be shared and converted via Autodesk's FBX format in media and entertainment software such as Autodesk® Maya™ or Autodesk® Stingray™. Additionally, non-3D experts can use the technology to create product-correct and photorealistic images and animations of the required car model.

## Improved rendering and opportunities to up-sell

Červený continues, "While we are just a few weeks into the implementation stage, we have already been able to significantly reduce the manual efforts to generate models online. We've been able to cut the loading time required for each model. This means that customers are able to load their images in just 1.5 seconds, two times faster than they were able to do previously."

In the dealerships, the technology is helping Skoda's sales teams around the world to increase the volume and value of cars they're selling. "The feedback that we're getting from customers is that they're really surprised about how realistic the images are that they're seeing on-screen, and that they are a true representation of what the vehicle will look like when they go to buy it," comments Karel Javůrek, Customer Center, Mladá Boleslav Skoda, Czech Republica.

"The main benefit is that we can actually present the car that the customer wants. It's certainly given us an additional tool to help in the sales process, and has allowed us to upsell as well, giving us the opportunity to add in at least £500-£1000 worth of extra features. We are selling more cars, and higher value cars, as a direct result of using this system."

— **Keith Giddings,**  
Lancaster Skoda Milton Keynes, UK



Captured from the Skoda Dealership Configurator (VRED)

"Using this master model, we can actually present the car that the customer wants," explains Keith Giddings, Lancaster Skoda Milton Keynes, UK. It's given us an additional tool to help in the sales process, and has allowed us to upsell as well, giving us the opportunity to add in at least £500-£1000 worth of extra features. We are selling more cars, and higher value cars, as a direct result of using this system."

## Extending the project worldwide

While the master model has already been rolled out to a number of dealerships across the world, Skoda aims to have completed deployment by the end of 2017. Looking to the future, Skoda wants to explore other use cases that the master model can be used for to engage with its customer base in new ways.

Červený concludes, "We go wherever our customers are. As a brand, we're increasingly interacting with customers on social media, and so we would like to explore how the visualisation model can be integrated into our social channels to reach those individuals. We're excited about the potential of this project for improving our brand experience overall, and are happy that Autodesk is supporting us along the way on this journey."

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