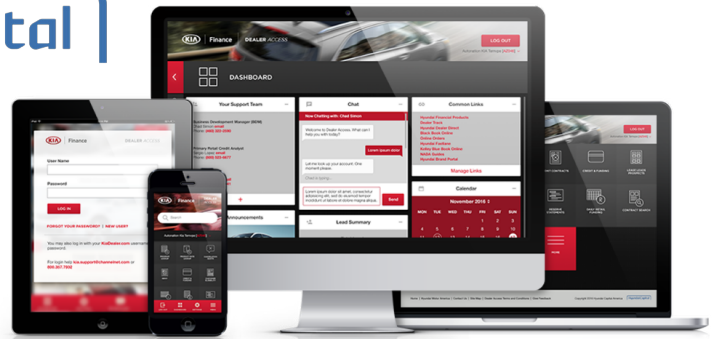


CASE STUDY **Hyundai Capital**

Dealer Portal - Provides Dealers and Field Sales with a Secure Online Resource



CHALLENGE

Hyundai Capital America (HCA) is the captive finance company for Hyundai, Genesis, and Kia dealerships nationwide. They needed a secure way to communicate financing and leasing information as well as leads, sales, warranty, services and other vital OEM to Dealer information and forms.

SOLUTION

ChannelNet, with a data-driven patented platform, delivers content dynamically through APIs, including the brand sites. The dealer portal provides focused dealership user roles a contextually relevant experience using video, images, forms, calculators, and analytic dashboards. Everything is right in front of the user in an organized and interactive experience, displayed in easy-to-navigate user activity to find offers, protection plans, credit/funding information, titles/payoffs, floor plans, lead management, and much more.

RESULTS | 2011 TO PRESENT

2,000+ Hyundai, Kia & Genesis Dealers

12,202 Registered Users

Average 8 Users Per Dealership

88 HCA BDMs

1,079 Brand and Captive Users

Control 3rd Party SSO Integrations

27 Secure Data Corporate Feeds

13 Export Feeds Back To HCA

User Engagement

8,550%
GROWTH



CHANNELNET[™]
The Customer Experience. **Reinvented.**

Connect with Paula Tompkins, CEO/Founder today!
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