

Mitsubishi Motors in the UK chooses Incentivated to build iPad app

Business need

To have a modern and flexible way to showcase the company's range at events, coupled with a data capture form that improved the accuracy of data collected and the efficiency of updating the database.



The solution

We created an app specifically designed for the iPad, which could be side-loaded onto the tablets given to the Mitsubishi sales teams that attend promotional events up and down the country.

The app showcases the entire range of cars, even if only one or two actual cars are on display at the event. As well as static information and photography of the vehicles, the app also contains videos of various models, bringing the range to life.

In addition, the app includes a data capture form for those interested in following up with a test drive or further information after the event.

By using an electronic form, Mitsubishi hopes to improve both the accuracy of recorded contact details of potential customers (e.g. immediate and automatic PAF confirmation of postal address details can be carried out as the form is completed) and securely communicate the leads captured by field sales teams.

The solution

Once completed, the forms can be sent electronically via the 3G or wi-fi network, or be cached for sending later if offline, straight to Mitsubishi's central marketing database.

Customers also receive an immediate SMS receipt and ongoing SMS updates as they progress their purchase of a new car.

Functions

- iPad app
- SMS

