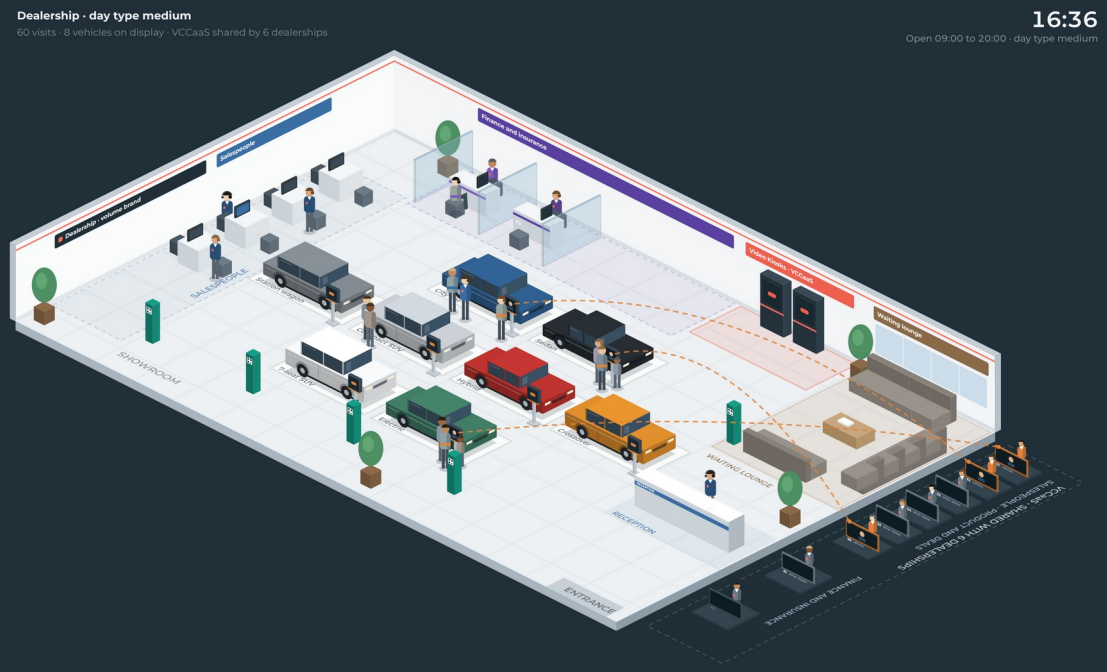
IntPowers

Partner guide · Automotive

Phygital Dealership Simulator

A day on a dealership's showroom floor: how many visits end in a sale, and what changes with in-car kiosks, Video Kiosks and QR.

What it adds and how it works, in five minutes.



The sales that walk out unseen

On the showroom floor, a customer who waits at a vehicle and sees no salesperson coming ends up leaving without information. It is not recorded anywhere, and with few sales per day every lost visit weighs on conversion.

The visit that walks away from the car

In Scenario 1, 10 of the 49 visits that come to buy leave unserved; 7 of them while waiting at a vehicle. Nobody counts them as a lost sale.

Same visits, three models

Sc 1 Conventional · Sc 2 + Video Kiosks: an in-car kiosk in every vehicle and Video Kiosks · Sc 3 + Video QR: QR totems as well, also for the reception line. Same day and same customers.

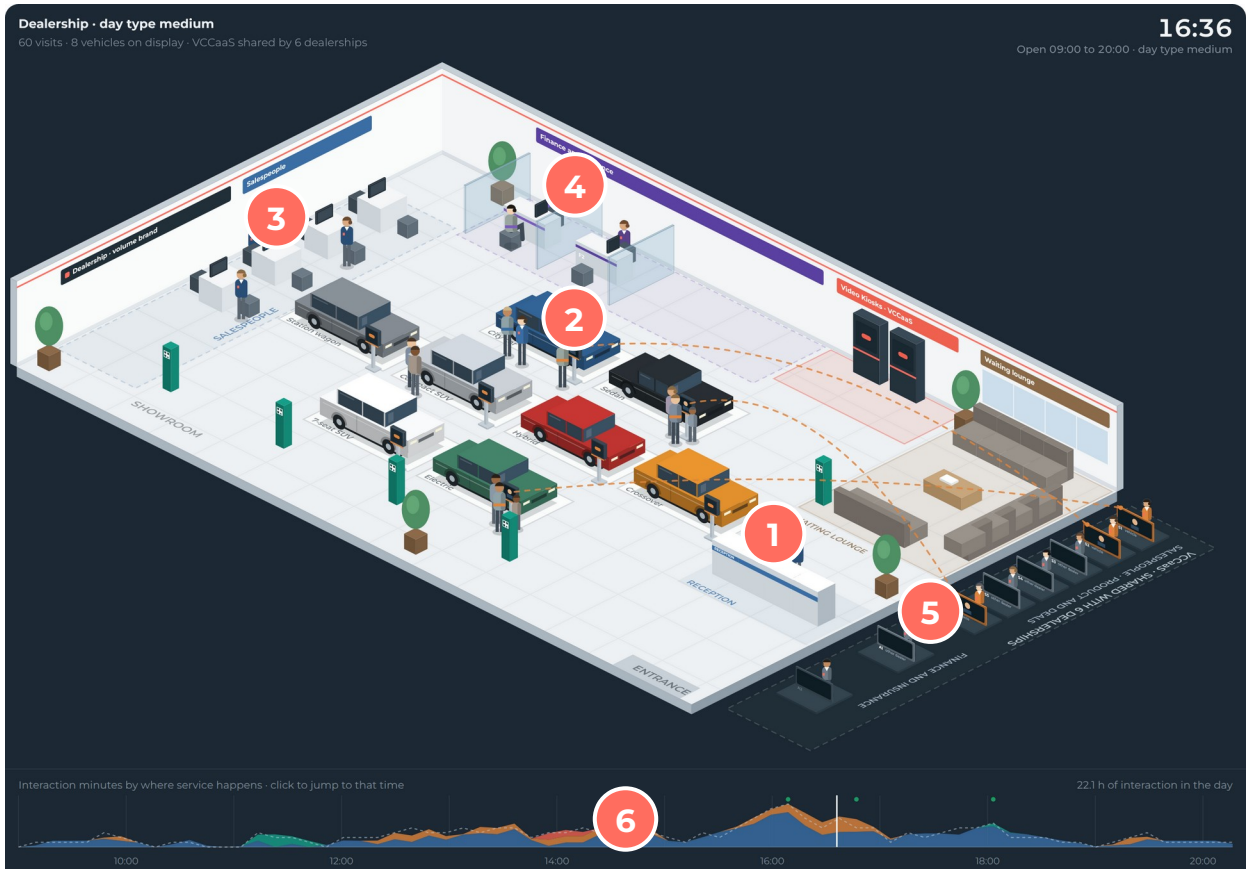
Results on the spot

Conversion Z, who leaves, waiting time and cost per sale, recalculated whenever any input changes: vehicles, X and Y, staff, screens or costs.

Reference day (medium day, 60 visits, 8 vehicles): conversion Z is 3.7% in Scenario 1, 4.5% in Scenario 2 and 4.6% in Scenario 3; 10, 2 and 0 visits leave unserved.

What you see on screen

A full day on fast-forward. In the image, the dealership at 16:36 in Scenario 3 (+ Video QR).



1 Reception

Every visit comes through here. In Scenario 3, customers waiting in line to see vehicles or to close continue by QR.

2 Vehicle with its kiosk

Waits at the car for a salesperson. If none comes, presses the kiosk and a VCCaaS salesperson serves. In Scenario 3, also by QR.

3 Salespeople's desks

Negotiation happens here, in person. Without customers, salespeople make calls and follow up, and do not serve the floor.

4 Finance and insurance

Deals wait in the lounge for a finance officer. If the line grows, they continue by video on a Video Kiosk or by QR.

5 VCCaaS agents

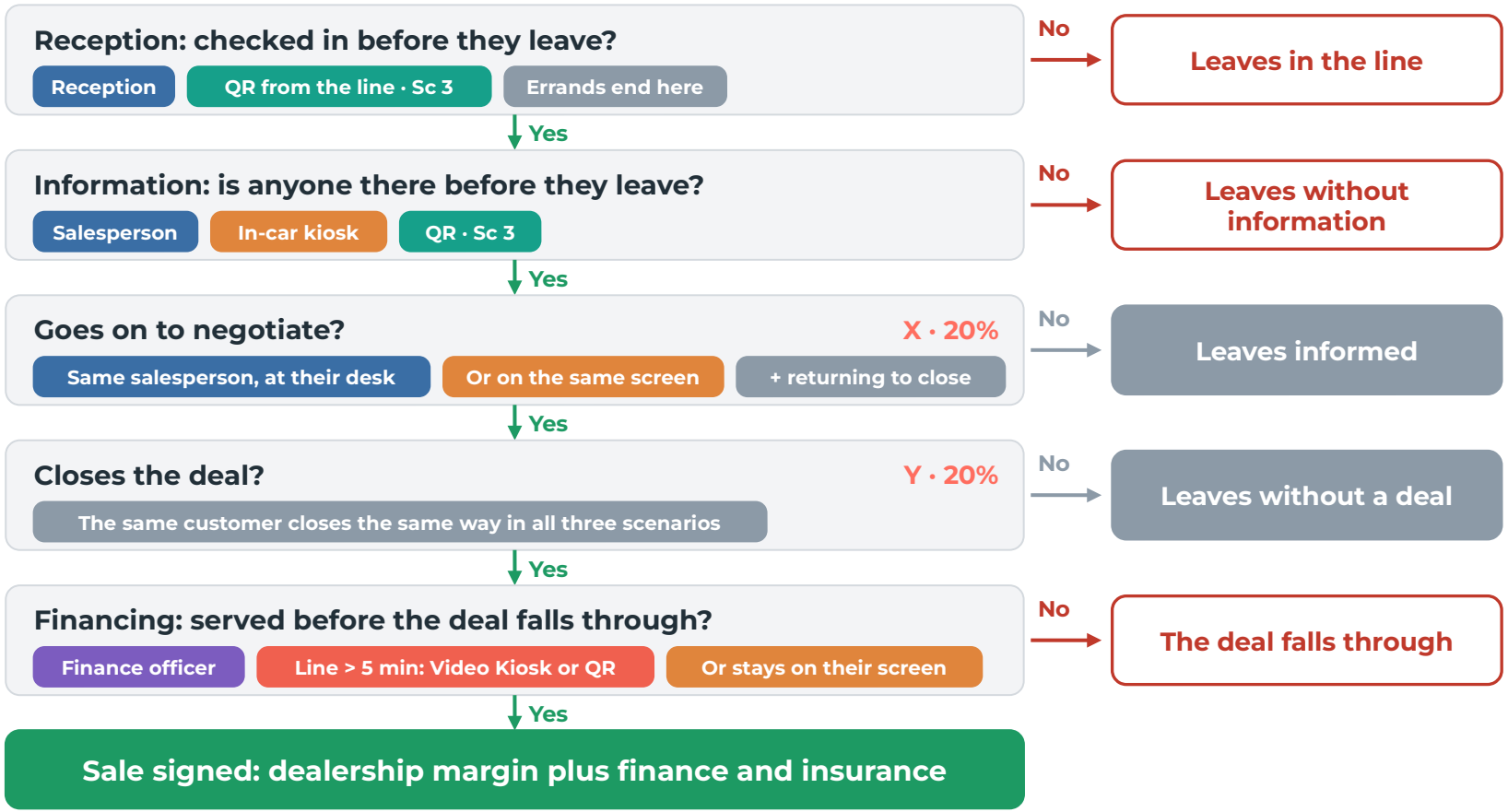
Salespeople (S) and finance advisors (A), shared with 6 dealerships in the group. In grey, serving another dealership.

6 The whole day

Service minutes by channel, sales at the top in green and lost opportunities at the bottom in red. One click jumps to that time.

How each visit decides

At every step a person serves them: on the floor, if someone is free; if not, a VCCaaS agent on a screen.



Default values

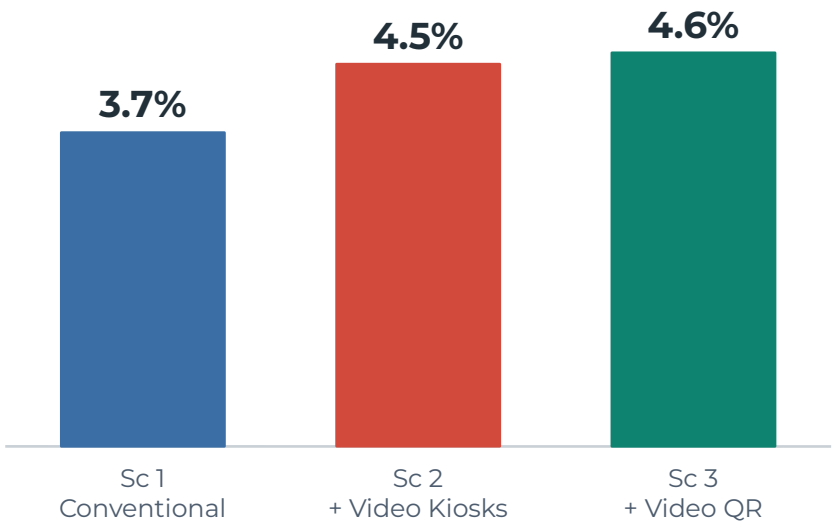
- Abandonment threshold in the ticket queue: 8 min (CX Gap)
- Wait that leads to video: 5 min (CX Gap)
- Willing to talk by video when no staff is free: 80%
- Willing to continue on their phone: 55%
- In the reception line, they scan the lounge QR after 2 min (Sc 3)
- X: 20% of those informed negotiate; Y: 20% of negotiations close
- 60 visits on a medium day; 15% come for an errand and 8% come back to close

Everything can be changed in "Dealership parameters"; X and Y, at the top.

Same visits, more sales

Reference day: medium day, 60 visits, 8 vehicles, X 20% and Y 20%, with the same staff in all three scenarios. The month is the day × 26.

Z · Projected conversion (sales / visits)



Reference day	Sc 1 · Conventional	Sc 2 · + Video Kiosks	Sc 3 · + Video QR
Z · Conversion (sales / visits)	**3.7%**	**4.5%**	**4.6%**
Sales on the day (projected)	2 (2.2)	3 (2.7)	3 (2.8)
Leave unserved	10 (20.4%)	2 (4.1%)	0 (0.0%)
Average wait until served or leaving	0.8 min	0.4 min	0.2 min
Served by video or QR	0 of 107	16 of 116	19 of 117
Service cost per sale	657 USD	554 USD	536 USD
Result per month, USD	101,439	130,744	135,917

Cost per interaction at CX Gap rates: 13.50 USD in person and 7.16 USD remote; in-car kiosk and Video Kiosk 50 USD per month and QR totem 5 USD per month. Per-position alternative: 410 USD per day per position and 220 USD per VCCaaS agent. All adjustable.

With in-car kiosks and Video Kiosks, projected conversion goes from 3.7% to 4.5% with the same visits, and with QR to 4.6%: from 57 to 70 and 72 sales a month; the result, from 101,439 to 130,744 and 135,917 USD a month.

Use it with the dealer

Five steps, a single HTML file.

1. **Set up their dealership**
   Day type, vehicles on display and daily visits; X and Y from their closing rate.

2. **Show the showroom floor**
   Scenario 1 in mid-afternoon: customers waiting at the cars and red marks for those who leave.

3. **Switch scenarios**
   No restart: same time and same customers, with in-car kiosks, Video Kiosks and QR.

4. **Adjust with their data**
   Margin per vehicle, financing, staff, screens and costs, in the parameters.

5. **Close with the economics**
   Projected sales and monthly result; “Copy simulation” to paste the results into an email or a report.

What you need

- A single HTML file
- Opens in any browser, nothing to install
- The dealership’s visits, vehicles, closing rate, margin and financing
- No data is sent anywhere: everything is calculated in the browser

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