

CONVENE STEERS TECH FOR AUTO-DEALER MARKETING TECH COMPANY

Working together as technical co-founders, Convene helps intice drive business

Background

intice is a marketing technology company that helps auto dealers offer seamless purchasing experiences for their customers, resulting in more lead conversions, higher showroom traffic, and a greater number of deals closed.

Founded in 2011, intice provides patented lead conversion and marketing automation tools that drive car dealership website visitors into their showrooms. Tools include showroom incentives, such as complimentary Visa cards customized with the auto dealership's logo, as well as digital applications that offer customers more ease, control, and transparency into the auto-purchasing process, reducing the time needed to spend inside a dealership.

The Challenge

Intice had a clear vision: to drive more auto-purchasing customers, who are often conducting preliminary research online, off of their computers and into their clients' showrooms. However, intice lacked the technical expertise required to execute their idea.

Convene's reputation as cutting-edge and cost-efficient developers spoke for itself, but it wasn't hearsay that ultimately persuaded intice to partner with them. It was an awareness of outcomes.

Industry: Online auto-dealership marketing firm

Challenge

Intice lacked the technical expertise, experience, and resources required to successfully execute their vision.

Goals

- Increase online lead conversions
- Raise foot traffic in showrooms
- Provide seamless purchasing experiences
- Close more auto purchase deals

Solution

- Hire Convene as technical co-founder
- Regularly meet to assess strategies & goals
- Collaborate on issues from user experience to interface design

Results

- Peace of mind with technical matters
- Ability to meet client goals quickly and efficiently
- Business growth and innovation

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“We knew of Convene and their excellent reputation,” said David Farmer, founder of intice. “But in the end we chose to work with them, not because of word-of-mouth, but because of the concrete results.”

As intice assessed the pros and cons of various solutions, such as build vs. buy, they decided to hire Convene to act as a technical co-founder.

“Ultimately, I felt it was less risky to go with an outside company with proven experience building applications,” Farmer said.

“I know marketing and I know the industry. But I need direction on the technical side to be successful.”

The value Convene delivered also worked well with intice’s vision. Using a flexible business model that leverages a combination of nearshore, offshore, and U.S. based talent, Convene was easily able to stay within budget, while still driving innovation.

The Solution

Convene joined intice as a technical co-founder from the beginning in 2011, and since then has led the development of many digital applications, helping drive thousands of customers into their clients’ showrooms, and providing seamless, expedient, and secure auto-purchasing experiences.

“Engagement started off slow, as many successful relationships do. But over the past 8 years it has really felt like Convene has become an extension of our team,” said Farmer.

As technical co-founder, Convene cares about intice’s long-term success, and provides guidance as needed, including application development and continued maintenance and support.

Regular calls and meetings to assess and reassess strategies and resources ensure intice meets their goals, while allowing the flexibility Convene needs to meet theirs. The team at intice also appreciates being able to provide regular input into user experience and UI design.

Over time, the technical co-founder relationship has matured into what Farmer calls a “true creative partnership.”

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The Results

Intice is thrilled with Convene’s ability to “get to the product fast” and produce reliable tangible deliverables in a timely manner.

“It gives us peace of mind to know we don’t, and we won’t, have to get lost in the deep technical weeds,” said Farmer.

“Convene keeps us informed on issues as they arise, but we have complete trust they can handle whatever comes their way — and sometimes it’s a lot.”

Handing off the technical execution to Convene also let intice focus on what they do best: delivering best-in-class marketing, sales, and customer service.

“In the end, it’s about what we provide to our clients,” said Farmer. “And with Convene by our side as a technical co-founder, we’re able to support them 100%.”